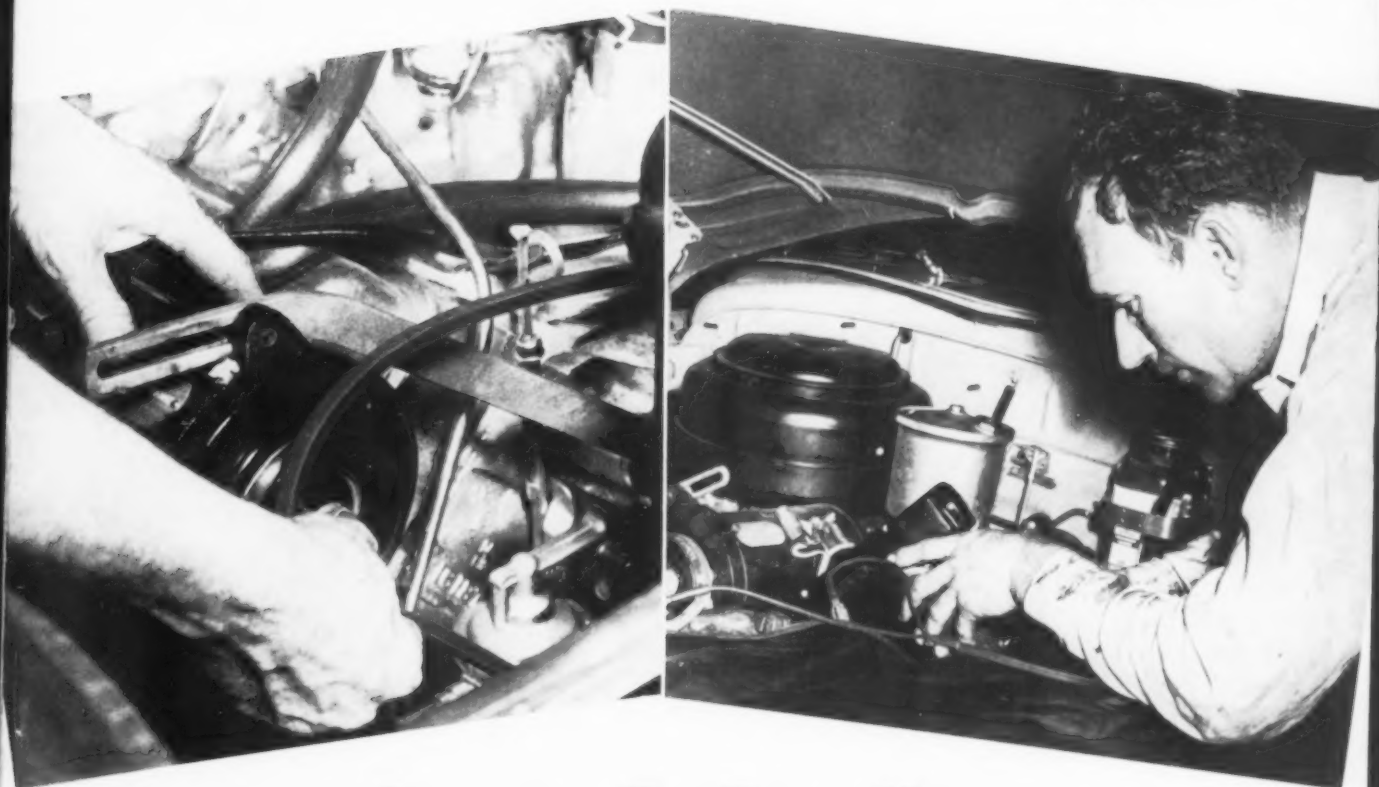


SOUTHERN AUTOMOTIVE JOURNAL

SERVING THE 19 SOUTHERN AND SOUTHWESTERN STATES SINCE 1921

July 1961




Summer Re-Tune-Up

PAGE 42

For Jobbers: Stations A
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Return Springs—page 4
Repairing Truck Chassis—page 50 . . .

. New Building—35% New
ales—page 46 . . . Replace
lot Volume—page 48 . . .
Lube Rack: Funnel for Shop Jobs—page 54



WHY
THE "PROS"
PREFER
PERFECT CIRCLE
PISTON
RINGS...

PERFECT CIRCLE PISTON RINGS ARE INSTALLED AS ORIGINAL FACTORY EQUIPMENT IN 94 BRANDS OF VEHICLES AND ENGINES

RESERVE TENSION

MAINTAINS PEAK OIL CONTROL LONGER

Tests show that a genuine Perfect Circle "98" oil ring retains almost twice as much tension as a leading competitive oil ring when both are subjected to an equal amount of face wear.

That's chiefly due to the wider free gap in PC's chrome rails. Since the ring must be compressed a greater distance when it is installed, there is proportionately less loss of tension as face wear occurs. The result: good oil control over a longer period.

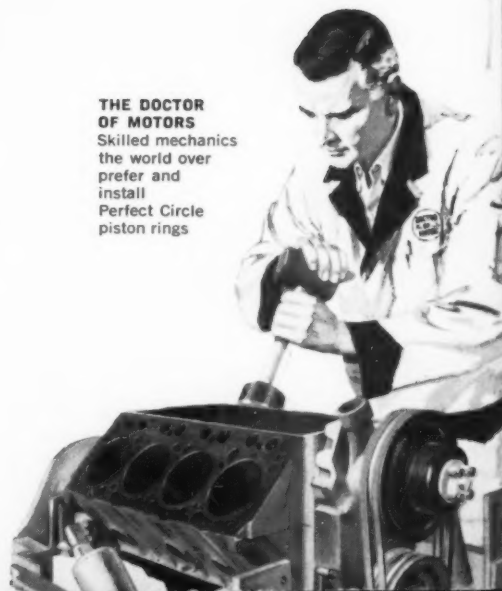
This uniformly-applied tension is one of many reasons why leading engine and vehicle manufacturers, fleet operators, race drivers and mechanics the world over prefer and specify Perfect Circle piston rings.

For oil control that lasts longer, always install genuine Perfect Circles—the rings the "pros" prefer.

**THE DOCTOR
OF MOTORS**
Skilled mechanics
the world over
prefer and
install
Perfect Circle
piston rings

PERFECT  **CIRCLE**

PISTON RINGS • POWER SERVICE PRODUCTS
HAGERSTOWN, INDIANA • DON MILLS, ONTARIO, CANADA





USE THE FULL PERMATEX LINE

You won't see these products
in a supermarket because
only you sell Permatex
Chemical Products.



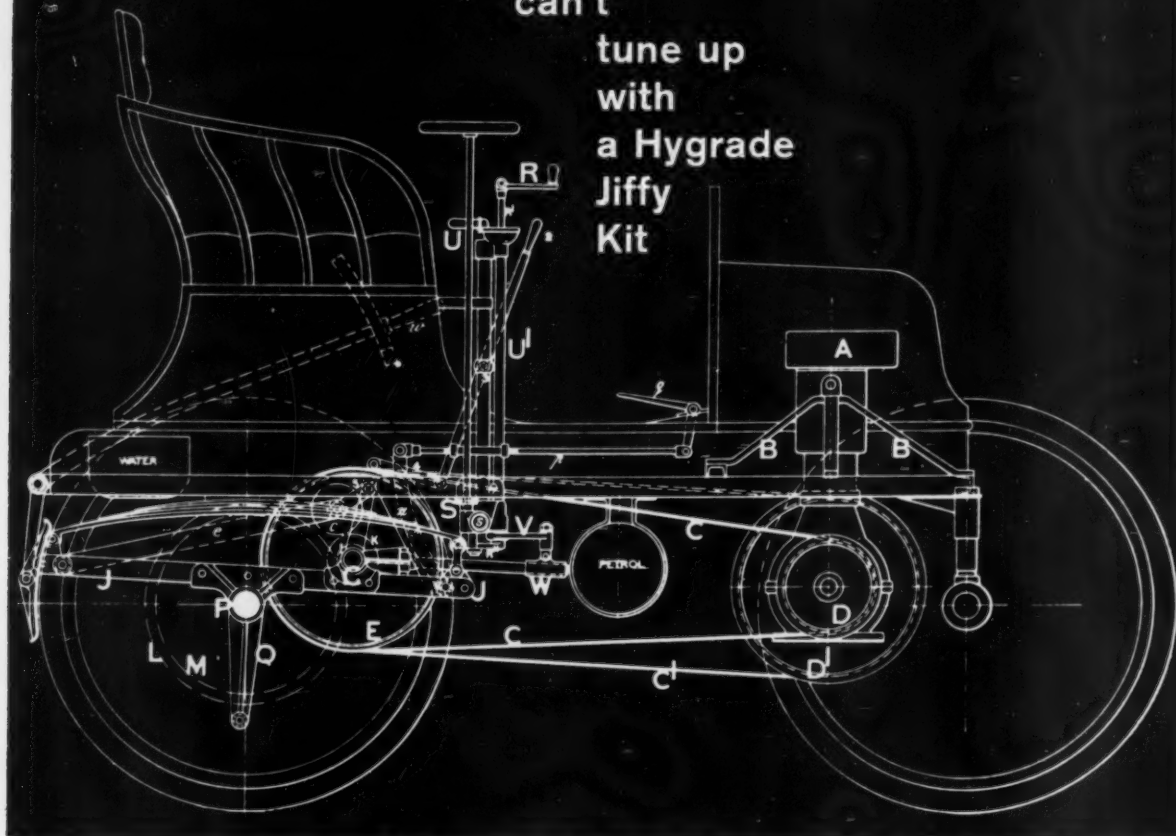
...MADE FOR THE PROFESSIONAL!

PERMATEX

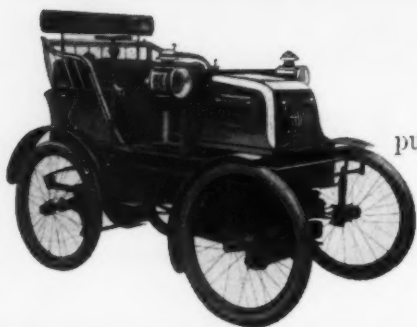
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few
cars*
you
can't
tune up
with
a Hygrade
Jiffy
Kit



*Sorry, no Jiffy Kit available for this 1899 English Daimler Critchley Light Car.



You can tune up over 90% of all cars on the road with one economical assortment of Hygrade Jiffy Kits. Jiffy Kits contain needle valves and seats, gaskets, economizer valves, pump pistons, instructions and tools—to fit all carburetors: Carter, Stromberg, Ford, Holley, Rochester...and small engines, too! See your jobber or write HYGRADE PRODUCTS DIVISION, Standard Motor Products, Inc., Long Island City 1, New York.

HYGRADE JIFFY KITS

for carburetor tune up



a kit for almost every car

SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Volume 41

No. 7

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Serving the 19 Southern and
Southwestern States Since 1921

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PISTONS and CYLINDERS LOOK LIKE THIS when you use poor quality brake fluid!

* CROSS-SECTION OF
MASTER CYLINDER;
BORE IS CORRODED
AND PITTED.
*Poor quality
brake fluid did it!*

* PISTONS ARE
CORRODED...
CUPS ARE GUMMED
*Poor quality
brake fluid did it!*

* Unretouched photos

*make sure of the job
by using one of these*

TOP-QUALITY

HEAVY-DUTY SUPER 703 or SUPER 500 BRAKE FLUIDS

they exceed SAE specifications!

Your reputation is at stake when you combine quality brake parts with a low grade brake fluid; THEY JUST DON'T MIX! Whether you replace or repair, make sure you refill with an EIS Super BRAKE FLUID. And, no matter which you choose, you're getting a chemically balanced fluid that insures the parts you use and your service!

EIS Super BRAKE FLUIDS have been road-proven over the years to perform safely and to provide sure braking action in all seasons... in all driving conditions. Here's why:

VISCOSITY — Chemical ingredients are correctly balanced to maintain efficient operation.

for formulations protect metal parts from corrosion.

LUBRICATING QUALITY — They provide full lubrication to pistons in master and wheel cylinders, preserve the life of both synthetic and natural rubber parts.

COMPATIBILITY — They mix and work with all quality brake fluids.

CORROSION — Advanced inhib-

OPERATING RANGE — Super 703... High—over 410°F, Low—minus 60°F, Super 500... High—300°F, Low—minus 60°F.



EIS super BRAKE FLUIDS are packaged in 12-ounce, pint, quart, gallon, 5-gallon, 15-gallon and 30-gallon cans as well as 54-gallon drums. The 12-ounce cans are merchandised in 6-pak display units.

MASTER CYLINDERS
MASTER CYLINDER KITS
WHEEL CYLINDERS
WHEEL CYLINDER KITS • TOOLS
POWER BRAKE KITS • SWITCHES
BRAKE FLUIDS • BRAKE BLEEDERS
HYDRAULIC CLUTCH REPAIR KITS
AND CYLINDERS • BRAKE CABLES
POWER BRAKE TESTERS
HOLD-DOWN PARTS
BRAKE CUPS • HOSES
POWER BRAKE PARTS



Ask your EIS Distributor or write for catalogs ••••• EIS AUTOMOTIVE CORP., Middletown, Conn.



Automotive **SPOTLIGHT**

July 1961

Service stations are grabbing a bigger piece of the repair and service pie. That's showing up more clearly in surveys, including the tabulations of returns from 800 parts wholesalers by SAJ on page 39. They're barely ahead of garages and a bit more comfortably forward of the franchised car dealers.

You know most, if not all, the answers to this. The South is getting a big slice of the increasing number of stations, due to this region's economy ranging ahead of the nation's as a whole. Meanwhile, the total number of car dealers continues to decline, following a pattern which has seen their ranks shrink in about a decade from better than 40,000 to today's 32,000—almost 1,000 fewer—net—each year.

More oil companies, too, are seeing the broader picture now. There was a time when they could smile only if big gas and oil sales were tallied up by their station operators. That's still true for many companies, but the more alert executives have decided that if a smart station operator is to be kept happy, he's got to have a crack at additional volume in the form of what repairs and services he can equip himself to offer. Garagemen have been holding on to their spot in the repair market, but they'll admit that stations have been treading on their toes, even though some, like Ben Mitchell of Selma, president of the Independent Garage Owners of Alabama, told the annual convention of the Automotive Wholesalers Association of Alabama: "Some of our best business comes from installing pipes correctly after stations have tried to stick tailpipes on backwards because they only know to order 'a pipe' when they have job to do."

How well will the two-ply tires work on some '62 models? A variety of units will sport these casings which have as much cord in them but only two layers in contrast to the four or more built into tires up until now. Manufacturers are claiming a better ride—and just as safe—with less heat-build-up. The tire folks often get slaphappy in their claims, as buyers have had to learn. (Car manufacturers like to yell about gas mileage on their latest creations, although the public seldom has been able to prove those allegations to be true because too often they assume ideal driving conditions.)

Three—possibly five—new compacts will be hitting the roads soon. Look for Ford, Mercury and Chevrolet to trot out their candidates. Mercury's will be called the Meteor and will copy the Fairlane in most details. Dodge and Plymouth are set to offer new lower-priced units if the market appears timely. Otherwise, you'll see slightly altered "skins" worn by the '62's but not too different otherwise, except for the lube-free bearings coming out on Chrysler Corp. products and on Oldsmobile.

Autolite has killed "Prest-O-Lite." Now that Ford Motor Co. has use of the Autolite name, Autolite has cut out the hyphens and made the word "Presto-lite." This 57-year-old brand name will be extended to spark plugs, wire and cable, electrical products and other car items coming out from plants owned by Autolite for its own distribution. Back at Ford, six regional sales offices have been named to implement Autolite plug and battery sales through independent wholesale distributors, with R.E. "Bob" Simmons at Dallas and H. W. Noble at Atlanta.



THIS OIL RING PROMOTES YOUR SHOP'S REPUTATION

It's Stainless Steel...it's for all Rambler models



Rambler dealers have the answer to the oil control problem, boxed and ready—American Motors KromeX replacement ring sets with Sealed Power Stainless Steel oil rings.

Your overhaul know-how and Stainless Steel oil rings are a winning combination. Stainless Steel rings hold their fit in the cylinder and retain tension at

high temperatures. They have chrome-plated side rails for extra long life, seat instantly and are a snap to install.

Chrome-plated compression rings give positive blow-by control, long life and are pre-seated at the factory for instant seating. Get American Motors KromeX ring sets with all these advantages from your Rambler dealer.

Manufactured by **Sealed Power Corporation** Muskegon, Michigan



Automotive MARKETS

Service Station Market Opening

SERVICE stations are becoming a bigger and bigger factor in the automotive service and repair market, in contrast to the earlier years when gas and oil and a scattering of items supplementing TBA accounted for their operations.

Latest indication of this changed market comes in tabulations of reports from 800 Southern and Southwestern wholesalers (see page 39) which revealed the growing importance of stations as customers. The continuing sharp decline in the number of franchised car dealers and the great trend of Americans to move out into Suburbia—making the stations often the most convenient automotive establishments to private homes—have undoubtedly helped stations expand their varied activities.

The stations also get far more “cracks” at drivers than do other automotive outlets, since cars must be replenished with gas if they are to run.

It's an open secret, too, that many oil companies for years kept a tight rein on what their stations could handle other than items supplied by those companies. Now this picture has been changing steadily, with the Automotive Service Industry Association (composed of independent parts wholesalers and manufacturers) and the 40,000-member National Congress of Petroleum Retailers wedded to a movement, assisted by some members of Congress, to make it clear that it would be in restraint of trade for any oil company to dictate every item which could be stocked and sold by operators of stations leased from those oil companies.

J. A. “Jack” Bryant (see photo), veteran wholesaler of Bowling Green, Ky., and president of ASIA, reported last month:

“The service station market is very rapidly increasing in importance as both a sales and service outlet. As such it represents one of our most important sales opportunities—not only on TBA merchandise but on many other of our top lines of merchandise.”

Referring to earlier visits with 11 major oil companies, he reported:

“Our committee has suggested certain corrections, one of the most important being the complete publication of their ‘non-coercive’ policies in the sale of TBA merchandise to the service stations. It is interesting to note that at the recent meeting of the American Petroleum Institute in Florida a resolution calling for such publication of policies against coercion was presented by Mr. Bellman (Socony-Mobil) and Mr. Wright (Sun Oil Co.) and unanimously adopted. We consider this very encouraging.”

Any comment on this marketing picture?

The editors would be happy to hear.



1962 Fords to Arrive With Autolite Plugs

BEGINNING with the 1962-model year, Autolite spark plugs are scheduled to be installed as original equipment in all gasoline engines built by Ford Motor Co., Irving A. Duffy, vice president—general products group, announced.

The plugs are being manufactured in the Fostoria, O., plant which Ford purchased along with certain other assets, including rights to the name “Autolite,” from The Electric Autolite Co. in April. The plant is operated by Ford's Hardware and Accessories Division, whose engineers have been assigned company responsibility for continued spark plug research and testing.

Duffy said the plugs will be sold in the replacement market by the company's new Motorcraft Division, which will distribute replacement parts through established independent distribution channels for retail sale by such outlets as garages, service stations and automotive supply stores. Autolite spark plugs are being supplied to the company's franchised dealers for their replacement sales.

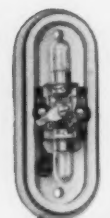
Humble Oil Expands Into Mississippi

HUMBLE Oil & Refining Co. will expand its marketing operations into Mississippi, where it is establishing service station outlets selling Esso branded products.

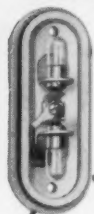
In making the announcement, R. H. Venn, vice president in charge of the company's new Southeastern region, said, “We have been active in exploration and production work in Mississippi for some time and have just recently opened a new area office in Jackson.”

The first new Humble service stations in Mississippi will be situated at Biloxi, Gulfport, Natchez, Greenville and Jackson.

Anthes



SHOCK-MOUNT
Model S700



Model 700



NEW

ALL PLASTIC
CLEARANCE
and MARKER
LITES . . .
corrosion and
rust proof for
longer life
and less
maintenance

LOWEST COST DOUBLE BULB PROTECTION ON THE MARKET

1. Slim line design—almost 25% narrower than other popular lights, fits more applications.
2. Shockmount S700 equipped with 5000 hr. bulbs, typical of Anthes quality.
3. Rubber ring seals lens against dirt and moisture.
4. Snap-on lens means quick, easy bulb replacement.
5. Plate is mounted on rubber grommets for complete moisture seal in mounting area.
6. You can save money now because this maintenance-free light will fit mounting holes for most popular marker lights.

Anthes... the answer to ALL safety equipment



GLEASON CORPORATION
ANTHES DIVISION
325 N. PLANKINTON AVE.
MILWAUKEE 2, WIS.



On the Edge of Debuts By the 1962 Models

Seems only last month, doesn't it, that we were showing off the first of the '61 models?

And now—less than eight weeks away—are the first "blooms" of the '62 car models. Some may be in the showrooms, especially some Ford company products, by mid-September.

Next month we'll try to give you a few details of what will be rolling with '62 tags. Don't count on fins to be a stand-out, as they have pretty much had their day. Comfort—higher seats and lower floor tunnels—will be more a factor, for one thing.

The August issue will carry other timely material designed to keep you better abreast of the times and to help keep your pocketbook on the fat side.

The popular series on successfully-tested garage buildings will continue at least through that issue.

TECHNICAL-WISE

"Controlling Oil Consumption"—something every car owner eventually can face—will be tapped out by Technical Editor Lowery. He'll tell what to look for and what to do in order to control excessive oil use.

For body shop men, he'll deal with "Controlling Glasses and Doors" which are electrically operated, including tail-gate glass which functions only when there's a response to pushing a button.



Automotive NEWS BRIEFS



Officers and directors who attended the third annual convention of the Independent Garage Owners of Tennessee held recently in Nashville are (l. to r.): seated, Jimmy Jones of Johnson City; D. D. Keck of Knoxville, second vice president; R. M. Crowe of Oak Ridge; Howard Stubblefield of Nashville, secretary-treasurer; Nelson Stokes of Clarksville; Henry L. Miller of Murfreesboro; Alvin Keith of Knoxville; W. C. "Josh" Wilder of Nashville; standing, Burl Brown of Memphis; Ray Townsend of Johnson City; Charles Palmer of Elizabethton; Ray Reed of Memphis; James Bowman of Murfreesboro; Charles Blackwell of Mem-

phis; Charlie Hill of Memphis, first vice president; George Kinnie of Knoxville, jobber advisory council member; Frank J. Allen of Nashville, reappointed executive director; John Baker of Kingsport; Charles M. Stone, Jr., of Nashville, president; Bill Collier of Memphis; E. L. Hendrix of Chattanooga; D. A. Richmond of Clarksville; Ed Penley of Kingsport; A. L. Byrd of Chattanooga; R. L. Powell of Nashville; Mr. Burnett, Knoxville wholesaler, and Morton Overcast and Hugh Pierce, both of Shelbyville. Units over the state are making plans for a voluntary public vehicle inspection in cities not now inspected through the city ordinances.

JANUARY	APRIL	AUGUST	DECEMBER
S M T W T F S	S M T W T F S	S M T W T F S	S M T W T F S
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

Looking Ahead

DEALERS

- Aug. 20-23—Annual convention of Automobile Dealers Association of West Virginia, The Greenbrier, White Sulphur Springs.
- Oct. 29-31—Annual convention of Florida Automobile Dealers Association, Galt Ocean Mile Hotel, Fort Lauderdale.
- Nov. 12-14—Annual convention of Mississippi Automobile Dealers Association, Buena Vista Hotel, Biloxi.
- Feb. 3-7—Annual convention of National Automobile Dealers Association, Atlantic City, N.J.
- March 18-19—Annual convention of Louisiana Automobile Dealers Association, Roosevelt Hotel, New Orleans.
- April 22-24—Annual convention of Automotive Trade Association of Virginia, Golden Triangle, Norfolk.
- May 6-8—Annual convention of Tennessee Automotive Association, Andrew Johnson Hotel, Knoxville.

May 20-21—Annual convention of Kentucky Automobile Dealers Association, Lexington.

GARAGEMEN

- Aug. 4-5—Annual convention of Independent Garage Owners of South Carolina, Poinsett Hotel, Greenville.
- Aug. 18-20—Annual convention of Independent Garage Owners of North Carolina, Sir Walter Hotel, Raleigh.
- Sept. 15-17—Annual convention of Independent Garage Owners of Georgia, Ida Cason Callaway Gardens, near LaGrange.

WHOLESALE

- Aug. 13-15—Annual convention of Kentucky Automotive Wholesalers Association, Phoenix Hotel, Lexington.
- Oct. 11-14—Annual convention and booth conference of Automotive Wholesalers of Texas, Granada Hotel, San Antonio.
- Oct. 27-29—Fall convention of Virginia-Carolinas Automotive Wholesalers Association (for members only), The Greenbrier, White Sulphur Springs, W.Va.

Oct. 29-31—Annual convention of Virginia Automotive Wholesalers Association, Hotel Roanoke, Roanoke, Virginia.


- Nov. 9-10—Annual convention of South Carolina Automotive Wholesalers Association, Fort Sumter Hotel, Charleston.
- Nov. 16-18—Annual convention of Florida Automotive Wholesalers Association, Americana Hotel, Miami Beach.
- Feb. 28-March 3—International Automotive Service Industries Show, Navy Pier, Chicago.
- Feb. 13-16, 1963—International Automotive Service Industries Show, Philadelphia.

GENERAL

- July 31-Aug. 2—National Auto Accessory and Parts Exhibit, Las Vegas, Nevada.
- Oct. 30-Nov. 2—Annual convention of Automotive Warehouse Distributors Association, Muehlebach Hotel, Kansas City, Mo.
- Nov. 8-10—Annual convention and trade show of Automotive Parts Rebuilders Association, Biltmore Hotel, Los Angeles.

Arvin gives you the 2 GREATEST SALES MAKERS IN THE CAR HEATER FIELD!

- ✓ AN UNEQUALED QUALITY REPUTATION
WITH COUNTLESS SATISFIED CUSTOMERS!
- ✓ LOW, LOW PRICES!



Consistent
Dash-Mounted
Control Switch

**New Compact Heater—
8 & 12 Volt Models**

ONLY **\$39⁹⁵** LIST

Finished in Neutral Gray.



King Size
Deluxe Heater
8 & 12 Volt Models

Hammered Gray Finish

ONLY **\$49⁹⁵** LIST

Just look at a few of the exclusive features of the most compact and efficient car heater on the market today: straight-through air flow with a unique core design for steady heat delivery, positive 3-direction heat control, "little giant" core with 1600 sq. in. of radiation surface! Output: 12,000 BTU per hr. And the entire heater is only 7 inches square! Fits most cars including Falcon, Comet, Valiant compacts.

It's easy to sell the outstanding performance Arvin's famous King Size heater that delivers 20% more heat! 15,000 BTU output from a King Size 2800 sq. in. "honeycombed" copper core. Complete change of water every 2 seconds. King size 7" fan, too, with 8 blades. Over-all heater size: 9" x 9" x 10" deep. Fits 3 out of 4 cars including most models of older cars and trucks.



Defroster kits available at moderate extra cost.



Have You Considered the Arvin Muffler Line?—The Arvin line of ARMOR-SHIELDED Mufflers puts you in great shape. You sell a better product: every Arvin muffler is zinc-coated or aluminized. And you get more selling power from continuous sales promotions like Arvin's "Get-A-Gift" Dealer Plan that provides free gift certificates for Arvin Radios, Phonos, etc., in muffler cartons . . . exclusively from America's Oldest, Largest, Most Experienced and Fastest-Growing Muffler Manufacturer!

Call or write today for complete information on Arvin Car Heaters or Mufflers to the Arvin Automotive After-Market Sales Department in Columbus, Indiana.

First In Car Heaters
Since 1921



Automotive NEWS BRIEFS

(Continued from page 9)



Robert T. "Bobby" Clarke, Jr., shown here, is the new president and treasurer of one of the biggest Chevrolet dealerships in the Southeast—Central Chevrolet Co., Columbia, S.C. His predecessor and father, Robert T. Clarke, Sr., plans to enjoy active retirement, but will maintain an office at his former firm "just to keep in close touch with the automobile world" and his many friends acquired since he entered the industry in the early '20's. The younger Clarke has appeared on programs of several state dealer association conventions.

Seat Belt Warning Light Devised by Chrysler

TO SWEETEN the use of automobile safety belts, Chrysler and Imperial Division engineers have come up with an experimental electric reminder.

The device is an instrument panel warning light which flashes red until the seat belts have been fastened.

C. E. Briggs, corporation vice president and general manager of the division, said, "Safety authorities tell us that getting people to install belts is not enough. We are told that something should be done to remind motorists to make use of the belts. This experiment is part of our effort to induce motorists to take the final step necessary to make the belts really do their job."

The reminder system employs a commonly-used type of electrical circuit. Wiring from the belt runs under the floor cover and is connected through the dash into a special seat belt warning light flasher. When the ignition is turned on, the light begins to flash until the circuit is broken by fastening the belt.

	1929	1939	1948	1954	1958	1959	1960
Alabama	\$ 70	\$ 64	\$224	\$336	\$330	\$434	\$444
Alaska	--	--	--	--	--	25	27
Arizona	34	21	73	125	138	249	266
Arkansas	60	47	187	224	212	291	275
California	460	366	1279	2173	2520	3250	3317
Colorado	73	55	169	261	303	370	405
Connecticut	96	74	213	376	373	476	436
Delaware	13	14	50	69	77	101	101
D. C.	34	40	108	142	141	132	135
Florida	66	84	266	597	761	1078	1043
Georgia	85	81	237	457	455	595	597
Hawaii	--	--	--	--	--	73	79
Idaho	31	23	90	117	131	171	166
Illinois	399	308	1028	1578	1522	1903	1926
Indiana	177	139	465	745	678	887	860
Iowa	144	110	351	430	469	581	598
Kansas	129	63	234	400	383	432	430
Kentucky	75	65	236	351	339	436	425
Louisiana	63	62	209	365	388	501	496
Maine	47	35	89	142	142	132	134
Maryland	66	68	219	362	395	504	509
Mass.	235	158	422	738	708	833	396
Michigan	332	237	877	1473	1299	1633	1702
Minnesota	133	113	378	514	531	651	676
Mississippi	64	44	151	234	221	295	290
Missouri	172	130	454	672	633	798	799
Montana	43	34	96	141	141	176	172
Nebraska	91	49	136	252	247	314	311
Nevada	9	8	28	44	49	65	66
New Hampshire	29	23	52	93	92	123	120
New Jersey	211	159	470	840	834	1050	1067
New Mexico	20	21	69	117	142	196	194
New York	620	413	1195	2026	2000	2465	2558
North Carolina	37	95	323	491	498	678	670
North Dakota	45	24	102	119	127	158	153
Ohio	364	233	903	1478	1393	1835	1825
Oklahoma	139	82	243	347	343	416	424
Oregon	69	62	229	296	302	401	393
Pennsylvania	420	321	1052	1589	1553	1993	1998
Rhode Island	36	24	77	117	105	131	133
South Carolina	42	49	161	224	215	281	273
South Dakota	45	24	90	117	116	142	147
Tennessee	83	76	234	443	413	568	532
Texas	332	259	923	1512	1563	1952	1941
Utah	32	22	78	116	134	174	177
Vermont	27	13	48	65	65	84	82
Virginia	79	78	294	493	498	664	642
Washington	114	95	298	371	360	500	468
West Virginia	55	47	160	220	213	272	260
Wisconsin	168	122	410	592	607	769	783
Wyoming	19	17	55	75	67	82	85
TOTAL	\$6267	\$4810	\$15953	\$25108	\$25326	\$32575	\$32701

Shown here are the estimated total annual sales of all franchised new-car dealers for the indicated years, as compiled by the National Automobile Dealers Association. The figures are in millions of dollars. The U.S. Census of Business was the source for all but the data for 1939 and 1960, which were estimated by the association.

NO TEXAS CHINESE

Houston, Texas

Dear Sir:

Thank you kindly for the nice write-up on the Southwest Automotive Show in the May issue.

As always we shall need your valued services, for more people read the SOUTHERN AUTOMOTIVE JOURNAL than I could believe. I have been called a Chinaman by over a thousand people since the May issue came out [page 146].

Soule' is pronounced "Sue-lay." However, you are forgiven for I was

raised around newspapers and periodicals, so I realize you probably never saw the pronunciation of my name in the article on page 146. Please run a correction so this Chinaman can become a Frenchman again.

JAMES W. SOULE',
President,
Milam Supply Co., Inc.

Vous avez raison. Fast editing made us forget our four years of French. In fact, we even stated parenthetically that the name should be pronounced "Soo-Lee." We were plain wrong.



**You can buy copies of Holley's
Ventilated Points and 94
other Holley Carburetion
and Ignition items . . .**

**. . . but when you insist
on Holley, you're sure of
*Original Equipment Quality!***

Let's face it . . . anything that is good is bound to be copied. Take Holley Ventilated Contact Sets, for example. When Holley engineers developed and perfected the ventilated principle, it was natural that others would duplicate this important contribution to ignition efficiency. Yes, you can buy copies of Holley Contact Sets and many other carburetion and ignition products, but it makes sense to replace with Holley components that are built to *original equipment* quality specifications, and are as much *originals* as the parts they replace. That way you're *sure* of customer satisfaction.



HOLLEY
Carburetor Co.

11955 E. Nine Mile Road
Warren, Michigan

Original Equipment
Manufacturers of
Carburetion and Ignition
Products for Over 55 Years®

®Registered Trademark

RT-46



Thomas F. Abbott, Jr. (top), of Fort Worth, Texas, has been elected president of the National Automobile Dealers Association to succeed Walter B. Cooper of Fort Collins, Colo., who died May 11. John H. Lander (bottom) of Atlanta, Ga., was named first vice president, taking over the post vacated by Abbott. A Pontiac-Rambler dealer, the new president has been an NADA member since 1939 and is a former regional vice president and chairman of the National Affairs Committee. Lander is a Dodge-Simca dealer and has been in business since 1942. He was treasurer of the association in 1958-59 and is a past president of the Georgia Automobile Dealers Association.



Chattanoogans Pick Doster

Stokley E. Doster of Lawrence-Doster Motor Co. has been elected president of the Chattanooga (Tenn.) Automobile Dealers Association, succeeding W. T. Patten. Vice president is J. E. "Pep" Lawrence. Directors are Herb Adcox, Amos Trotter, Patten and H. G. "Hobby" Law. John Ross Scott is executive secretary.

Safety Inspection Bills Get Thumbed Down

THIS has been a sorry year for motor vehicle inspection legislation.

According to Motor and Equipment Manufacturers Association:

Hawaii is the only state to enact a periodical inspection law. It only applies to commercial vehicles.

Limited progress has been made in Oklahoma, where a uniform vehicle code conformity bill with inspection provisions recently passed the house.

Bills were tabled or killed in Illinois, Kansas, Montana and North Carolina. Bills died on adjournment in Arizona, California, Connecticut, Georgia, Indiana, Michigan and Minnesota. Bills have failed to progress in Missouri and Ohio.

Study-and-report laws were enacted in California and Maryland. A repeal bill failed in New York. A city-inspection bill was defeated in Arkansas.

"Lack of results clearly indicates the need of more intensive educational work at the legislative level," MEMA said. "The longer such laws are delayed, the harder it will be to have them enacted."

Champion Spark Plug To Supply Chrysler

CHAMPION Spark Plug Co. will supply the spark plug requirements of Chrysler Corp., including its marine and industrial engine divisions, according to R. A. Stranahan, Jr., Champion president.

"This new association," Stranahan said, "should prove a real stimulant to our entire organization and all of our marketers. We fully expect that our continued concentration in all areas of spark plug development and merchandising will create an even greater acceptance of our product in the years to come."

Fram Corp. Buys British Plant

PURCHASE of Europe's largest and most modern filter producing plant, formerly operated under Fram license by Simmonds Aeroaccessories, Treforest, Wales, England, a subsidiary of Firth Cleveland, Ltd., has

been announced by Fram Filter Corp.

To be known as Fram Filters, Ltd., the British plant with complete engineering, research, manufacturing and sales facilities is housed in a newly-constructed building of 90,000 square feet and employs 300 people. In addition, it maintains sales and export offices in London which have also been acquired by Fram.

Delaware Dealers Elect Ebe Townsend President

EBE S. Townsend was elected president of the Delaware Automobile Dealers Association at that body's 11th annual convention held recently in Rehoboth Beach, Del.

Other officers are Frederic W. Schermerhorn, first vice president; Louis Burton, second vice president; Charles L. Hall, third vice president; and William D. Luke, Jr., treasurer.

Directors are Clarence F. Schwartz, William E. Bunting and R. James Quillen, Jr. Paul J. Roney is the executive secretary.

The group unanimously adopted resolutions opposing passage of legislative bills designed to increase the state gasoline tax and all fees charged by the Delaware Motor Vehicle Department.

Roosevelt Co. Expands Fiat Distributorship

THE Roosevelt Automobile Co., Inc., Washington, D.C., has become Fiat distributor for the south central and southwestern United States, replacing Rountree Enterprises, Inc., of Bossier City, La., and Italian Southwest Car Co., of Fort Worth, Texas.

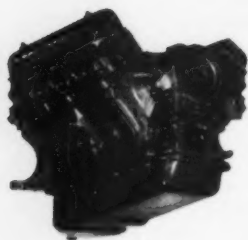
Headed by Franklin D. Roosevelt, Jr., the company has been Fiat distributor for the Southeast since 1958. The new territory includes Louisiana, Mississippi, Tennessee, Missouri, Arkansas, Oklahoma, Texas, New Mexico, Kansas, Nebraska and part of Colorado.

Missourians Set May 16-17

The 23rd annual convention of the Missouri Automobile Dealers Association will be held at the Elms Hotel, Excelsior Springs, Mo., May 16-17, according to President W. E. Zenge.



Rogers
has
experience...



the right experience for remanufacturing quality engines! Not just anybody can produce superior replacement engines...it requires know-how. The John Rogers Co., world's largest remanufacturer of automotive engines, has produced hundreds of thousands of replacement engines during the past forty years. Engines that give both new car performance and life; and provide users with lowest cost-per-mile. Your reputation rides with the engines you install... so install Rogers engines exclusively.

ROGERS
Remanufactured
ENGINES

Automotive NEWS BRIEFS

(Continued from page 13)



Top: C. E. Briggs
Bottom: Harry E. Chesebrough

Chrysler-Plymouth Joined Under Clare Briggs

COMBINATION of the Chrysler Imperial and the Plymouth Divisions into the Chrysler-Plymouth Division has resulted in appointments of Clare E. Briggs to vice president and division general manager and Harry E. Chesebrough to vice president and director—quality control.

Briggs formerly headed the Chrysler-Imperial Division, while Chesebrough was general manager of Plymouth.

E. C. Quinn, vice president—sales, said, "The unification of our Chrysler, Imperial, Plymouth and Valiant sales activities under a single divisional structure is a natural development of the combining of the field sales staffs marketing these automobiles."

Chrysler Corp. automotive lines are now represented by two separate divisional sales and dealer organizations. Dodge, Lancer and Dodge truck distribution and sales are un-



Wade C. Johnson, manager of tire testing for The Goodyear Tire & Rubber Co., displays a collection of rattlesnake tails sent to him by the staff of the company's test track at San Angelo, Texas. Rattlesnakes are considered an occupational hazard at the track. So steep is the banking of the five-mile circular track that when rattlers crawl down, they can't get back out again.

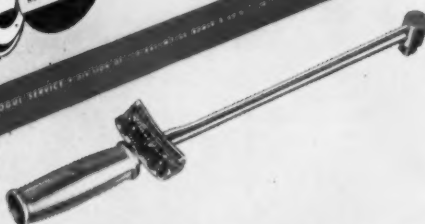
der B. J. Nichols, vice president and division general manager. Chrysler, Imperial, Plymouth and Valiant sales

and distribution are the responsibility of the Chrysler-Plymouth Division.

"Been here before, Myrtle?"



REPACK FRONT WHEELS NOW!



Service Sam brings you . . .

Bigger bearing sales and better bearing service—in one complete package

There are two things you need for profitable wheel bearing business—selling tools and service tools. The complete Bower-BCA wheel bearing cabinet has them both.

Bower roller bearings and BCA ball bearings can't be beat for operating efficiency and long life. There's a basic stock in the cabinet that puts you right in the profitable wheel bearing business. And no matter what type or size replacements you need, you can depend on fast delivery. Included with the complete package is a chrome-plated Bower-BCA wheel bearing torque wrench.

The handsome metal cabinet is built to hold your stock of bearings. On display in your service area it serves as an eye-catcher that reminds customers to order wheel bearing packs and replacements. Attractive window posters, decals, easy to use application sheets and a price card complete the all-purpose package.

Get your share of the profitable wheel bearing service by being prepared with the necessary tools. Call your Bower-BCA jobber and place your order today.

FEDERAL-MOGUL SERVICE

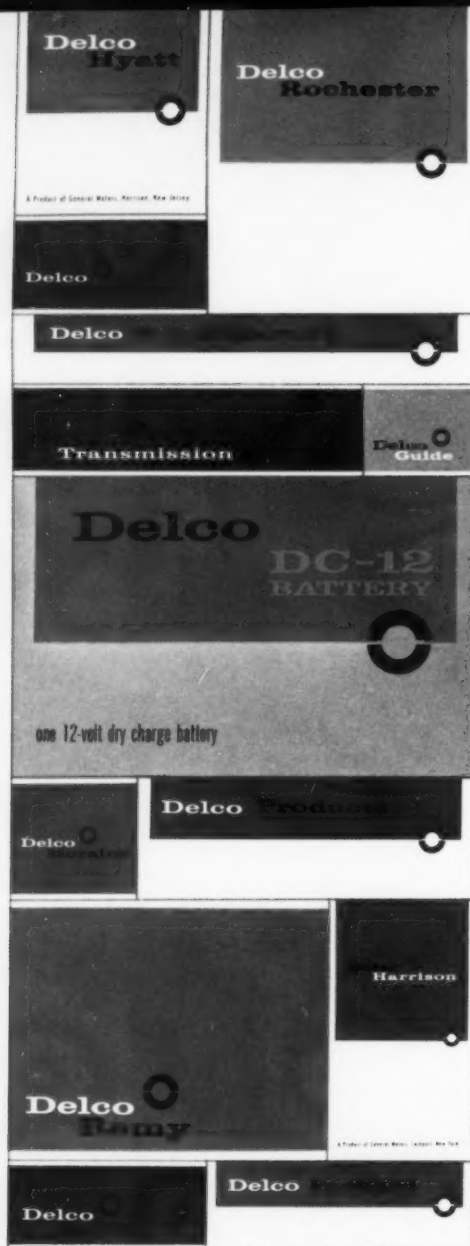
DIVISION OF FEDERAL-MOGUL-BOWER BEARINGS, INC. • DETROIT 13, MICHIGAN



**GENERAL
MOTORS
ANNOUNCES**

**United 
Delco**





NOW THERE IS
ONE NEW NAME
ONE NEW SYMBOL
ONE EASY WAY

TO ORDER, STOCK AND SELL
 AUTOMOTIVE PARTS

simply say Delco

Simply say Delco . . . and you've said it all! A new name for well-known automotive replacement parts manufactured by many General Motors Divisions . . . a new look for the Divisions themselves . . . a new identification—"United Delco," for United Motors Service, the organization which distributes the parts . . . and a new symbol—the Circle of Precision, to replace the familiar U-M-S oval. They all mean Delco, and Delco means more efficient, more convenient, more profitable business for you! ■ This new look extends all down the line, including the packaging . . . brilliant and color-keyed to simplify your displays, sales, inventory and supply. Everything in the new program takes full advantage of the famous Delco name . . . a name that consumers know and trust, and associate with quality and dependable service. ■ All you do is simply say Delco to your United Delco Supplier, and you have a complete line of consumer-accepted parts for tune-up and light repair. Then watch the money roll in!

Delco-Remy / electrical system parts

Delco Batteries

Delco Rochester / carburetors, repair kits and chemicals

Delco Packard / wire and cable

Delco Products / shock absorbers

Delco Harrison / thermostats

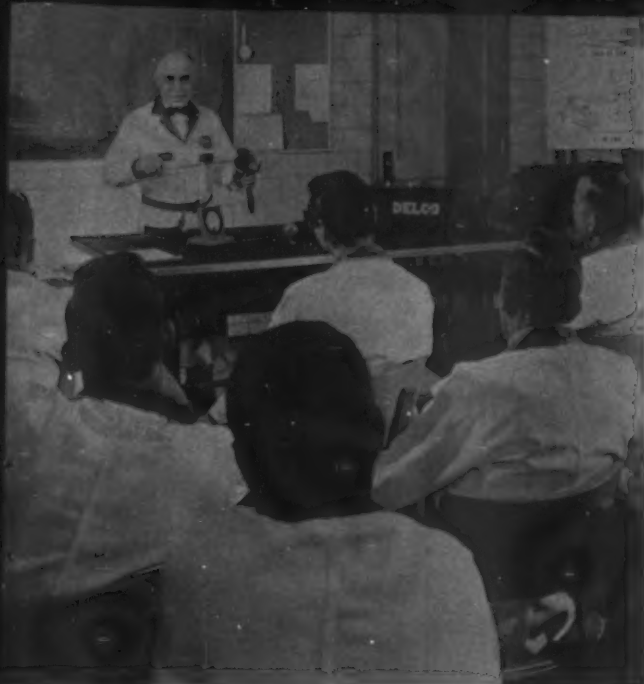
Delco Hyatt / bearings

Delco New Departure / bearings

Delco Guide / automotive lamps and lamp parts

Delco Moraine / brake fluid and brake parts

Delco Appliance / windshield wiper systems, heater, defroster and accessory motors



FREE SERVICE TRAINING . . . thirty schools, part of the GM Training Center Program, across the country for you and your employees to receive practical, scientific schooling in automotive maintenance and repair. These schools feature modern classrooms and equipment, small class enrollment with individual attention, free tuition and training materials. Courses cover: Tune-up • Light mechanical repair • Delco-Remy Electrical Equipment • Delco Rochester Carburetors • Hydra-Matic transmissions. Ask your United Delco wholesaler.



FAMOUS LINES . . . made even more famous by association with Delco. A recent survey of car owners revealed overwhelming consumer acceptance of the Delco name. With no prompting, 73% of car owners said Delco is the top name in automotive parts. Delco was first in batteries with 87%, first in shock absorbers with 67%, first in starting and ignition parts with 76%, first in brake parts, carburetors, cable, thermostats, always among the top five in almost any part you can name. It's easy to see the selling power of a complete Delco parts line.



UP-TO-THE-MINUTE SERVICE INFORMATION . . . complete, handy, easy to read and understand. You find the right part quickly for all fast-moving Delco lines. One application catalog covers 10 different Delco lines; the Delco TBA Service Manual provides complete service information for tune-up and light repair on all popular cars. Other manuals are available for more detailed service problems. Manuals are automatically up-dated with latest factory information. This Delco service saves you time, speeds customer service, stops costly *comeback* complaints.



EFFECTIVE ADVERTISING SUPPORT . . . you get excellent advertising support from every major advertising medium when you carry the Delco lines! Network TV and radio, consumer magazines, colorful outdoor boards . . . all pound home the Delco quality theme to car owners in your area. Sales aids, point-of-sale material, special service tools, local advertising to support sales at the peak of your selling season . . . all help to show and demonstrate to drivers that you're local *Headquarters* for skilled, efficient tune-up and safety service!



**CAR DEALERS, SERVICE STATIONS, GARAGES . . .
EVERYBODY BENEFITS THROUGH**

United Delco

If your business is automotive service, if you operate a dealership, a service station, a garage, then Delco's for you! For wherever there's a demand for quality parts and skilled service, Delco fills the demand—to full measure! That's why consumers favor the place that sells Delco . . . they believe in the name and the product that accompanies it. ■ Why don't you profit from consumer acceptance by joining the national network of Delco Dealers? Your United Delco wholesaler representative can show you how. Then watch business grow, bolstered by a continuing program of seasonal promotions that Delco sends your way.



CASH IN ON TUNE-UP, LIGHT REPAIR AND SAFETY SERVICE WITH UNITED DELCO'S

"Pattern for Profits"

Since modern drivers demand safety and performance in their cars and are willing to pay for both, United Delco provides you with a sensible, scientific way to get your hands on those extra dollars.

How? Simply say Delco. Get Delco's Tune-up Center and Light Repair Center. In combination, they form an efficient, well-balanced service operation that will attract more customers for everything you sell. Start profiting now. Get the whole story from your United Delco wholesaler.

TUNE-UP CENTER . . . the right inventory of fast-moving Delco ignition and carburetor parts, correctly balanced for turnover. Four cabinets available, tailored to your requirements and priced from about \$90 to \$600, including cabinet and parts inventory.

LIGHT REPAIR CENTER . . . durable, compact. Features brake parts and fluid, shocks, bearings, stats—all Delco! Three assortments, from about \$210 to \$610, including cabinet and parts.



**ANNOUNCING DELCO BATTERY'S
'61 MAJOR PROMOTION . . .**

12 FREE TRUCKS FOR

Here it is! The Delco Battery "Pocket of Profits" promotion . . . 12 free trucks and other prizes . . . ladies' diamond rings, stereo and hi-fi sets, color TV, sterling silver flatware, Frigidaire automatic washers and dryers, movie cameras, electric shavers . . . all to show how easy and profitable it is to sell Delco batteries!

NOW—CHECK A BATTERY IN 5 SECONDS!

With the Delco-tronic Checker you can check battery voltage output while you check water and oil . . . in seconds! Spot bad batteries . . . sell new ones! It's a durable, lightweight, fully transistorized precision instrument, available at a special low price during the Promotion. Ask your United Delco wholesaler salesman to demonstrate it . . . and you're eligible for the contest prizes!

EVERYBODY WINS!

Yours free! Brand-new "DIAL-A-BATTERY," a mechanical display that shows customer which Delco he needs, plus WINDOW BANNER advertising 5-second battery check. Both yours when you mail entry blank.





Six New Chevy Trucks . . . ¾-ton Fleetside pickups . . . all grand prizes during the "Pocket of Profits" promotion! Six battery dealers will win them—why not you? Each truck is equipped for complete road service with such features as: 4-speed transmission, 3,000-lb. rear springs, heater, directional signals, service lights, 4-ton wrecker with sling and other accessories. A profit-making addition for any service station, car dealership or garage.

DELCO BATTERY DEALERS!

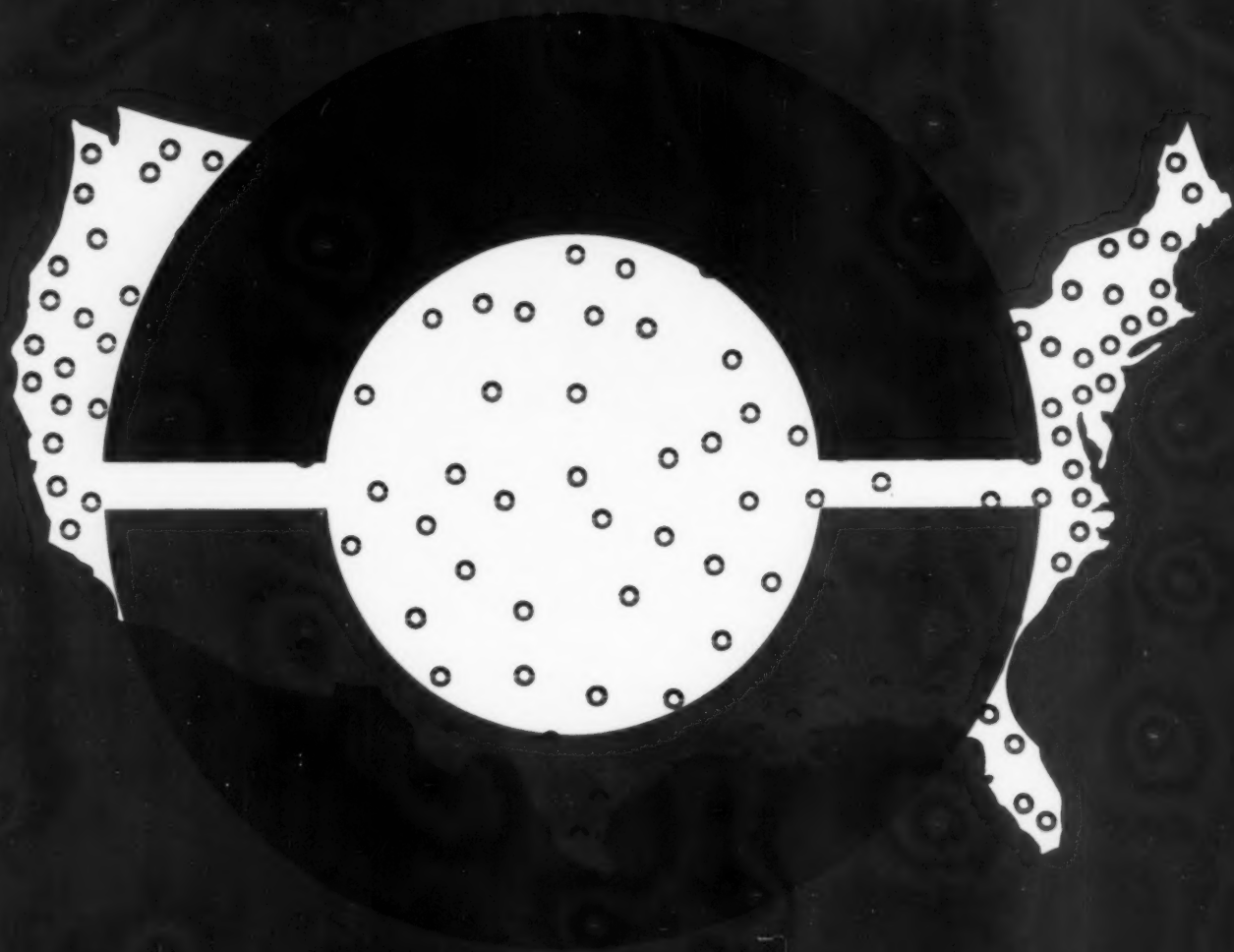
HOW TO ENTER THE "POCKET OF PROFITS" CONTEST

*(see official entry blank
for complete rules)*

1. Ask your United Delco wholesaler salesman for a demonstration of the 5-second Battery Checker.
2. Think of a name for the checker which you believe most aptly describes its convenience and business-building possibilities.
3. Write the name on the official, pre-addressed, postpaid entry blank and mail.

Six New Corvair Trucks . . . popular Rampside pickups . . . they're all second prizes! With their curb side loading ramp, these trucks are just the ticket for easy-on, easy-off delivery. Six battery dealers will win them . . . all custom-equipped with 6-ply white wall tires, direct air heater, 2-speed wipers and windshield washers, wheel covers and two-tone paint.



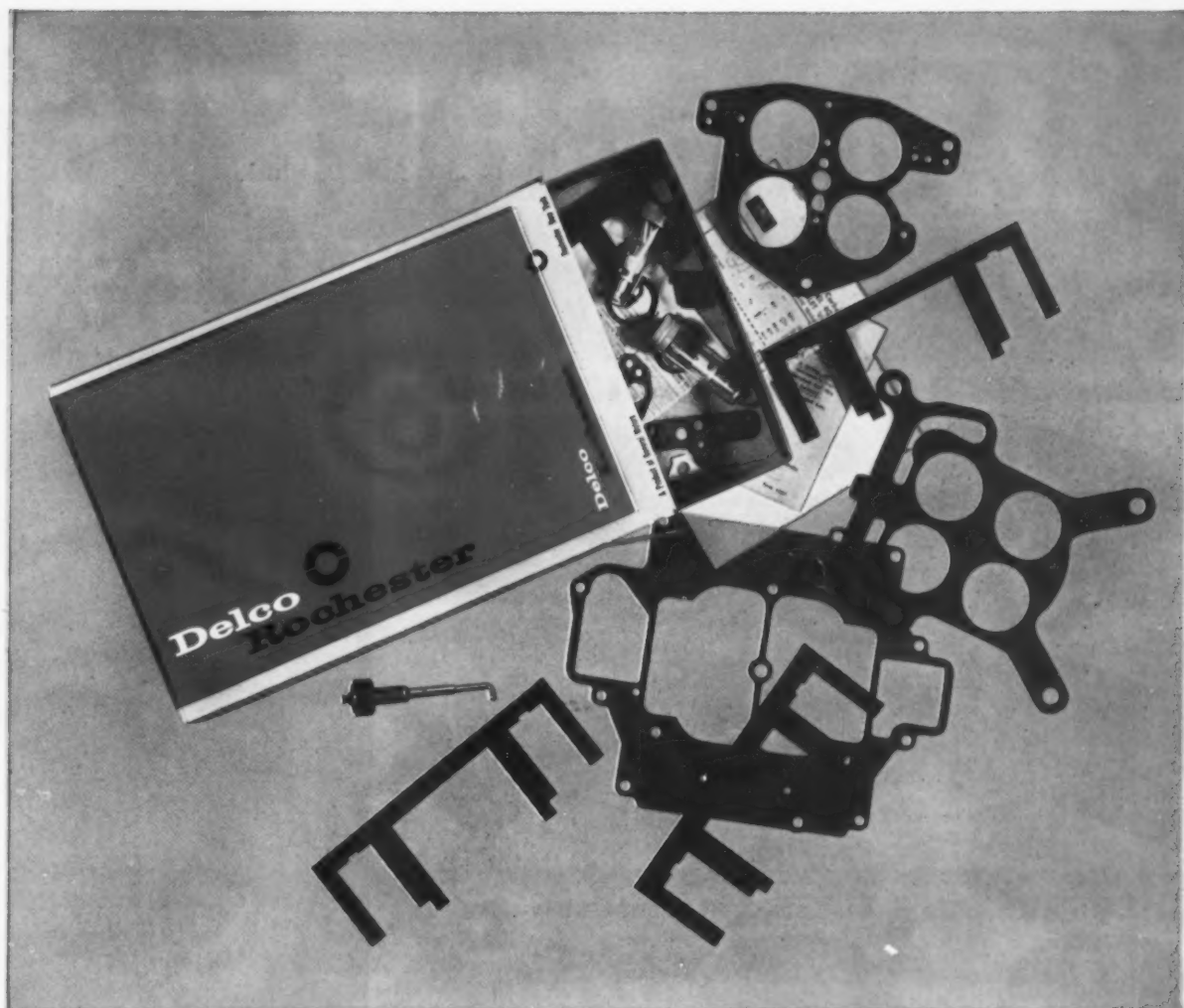


**ALL AROUND THE COUNTRY, YOU RECEIVE FASTER,
MORE CONVENIENT, MORE PROFITABLE SERVICE WHEN YOU**

simply say

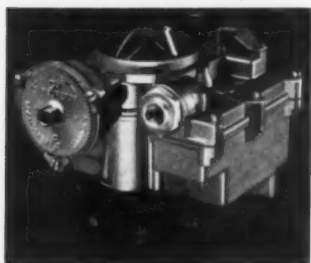
Wherever you are, you find that United Delco is nearby, ready to serve you in a hundred different ways. The organization is many things: convenient zone offices, well-stocked warehouses, service training centers, wholesale outlets . . . all strategically located across the country; and it is people . . . field men, service instructors, wholesaler personnel and many others, all with one goal—better automotive service. If increased profits, and better service are the words you live by . . . why not join the most progressive parts distribution team in the country? It's as easy as calling your United Delco supplier.

UNITED MOTORS SERVICE, Division of General Motors



WANT A CARBURETOR KIT TO SERVICE ALL POPULAR U.S. CARS AND TRUCKS?

simply say Delco



You can do first-class tune-up jobs on *all* carburetors with Delco-Rochester's complete line of Carburetor OK Kits. They contain all the necessary parts . . . gaskets, needle and seat, pump plunger . . . for a quick, quality carburetor tune-up on *all popular U.S. cars and light trucks*. ■ When your customer needs a carburetor replacement, give him peak performance and economy with a factory-calibrated and flow-tested Delco-Rochester Carburetor. ■ Whatever your carburetion needs, simply say Delco—the service line that's going places fast. The *complete* line of **Delco-Rochester** service and replacement parts is distributed nationally through **United Delco**



Laher

(THE NAME for QUALITY)

GREETINGS

IF YOU ARE NOT BUYING

World Famous LAHER MOUNTAIN MASTER Brake Lining



LASCO MOUNTAIN MASTER
IRON-CLAD BRAKE BLOX



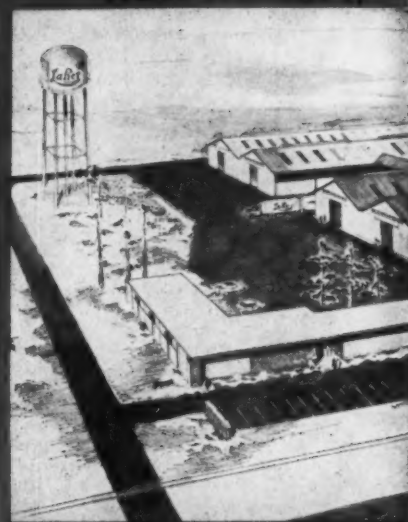
LASCO MOUNTAIN MASTER
"BIG STOP" COMBINATION
BLOX



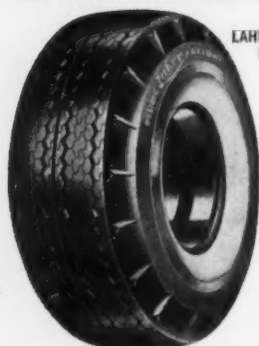
LASCO BLUE LABEL
BRAKE LINING



LASCO MOUNTAIN MASTER
SHOE EXCHANGE



LAHER MUSTANG TIRES... "The toughest thing in rubber"



LAHER MUSTANG
FREEWAY



LAHER MUSTANG
MILER



LAHER
LUXAIRE

LAHER BATTERIES... for all cars, trucks, electric cars!



EVERY LAHER BATTERY IS A SALESMAN!

"Sell the Battery that Sells Itself... On Sight"!!

Be it in TRANSIT—

In the WAREHOUSE—

Or on DISPLAY

HIGH WATER LEVEL—of course!

DRY CHARGED . . . —of course!

4-YEAR GUARANTEE*—of course!

Many dealers have doubled—even tripled their battery business with the HOT LAHER line.

Modern, automated
sq. ft. will produce
quality products for
faster

LAHER Spring Plant—exclusive
patented, completely automated
process is the fastest leaf spring
manufacturing process in the
world.

LASCO Brake Materials Plant—
fully automated manufacturing
methods producing world
famous MOUNTAIN MASTER
Brake materials—America's
Finest Quality.

LAHER Battery Production Plant
—most modern battery produc-

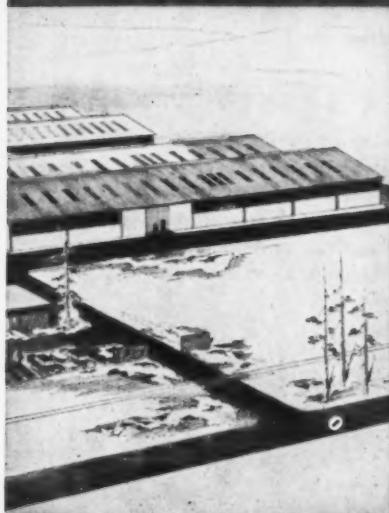


**LAHER
SPRING
& ELECTRIC CAR
CORPORATION**

DYNAMIC DIXIE!

FROM LAHER YOU ARE PAYING TOO MUCH!!

MISSISSIPPI PLANT



LAHER ORIGINAL EQUIPMENT, REPLACEMENT, OVERLOAD, AND BOOSTER SPRINGS...



plant of over 155,000
America's finest
less money — with
service!

ing facility in the U.S. to provide the south with fresh EXETER, MUSTANG and LAHER batteries — always top quality, beautiful design — lowest prices.

LAHER Electric Car Production Plant — producing the most complete line of electric cars in the world, including material handling trucks, personnel carriers, town, club and golf cars, lift-truck equipment — over 30 models to choose from.

...Call us, write us, come in and say "HELLO!"

NEW ALBANY, MISS.
PHONE: 4783
MEMPHIS, TENN.
300 MADISON AVE.
PHONE: JACKSON 3-1344
ST. LOUIS, MO.
3041 OLIVE ST.
PHONE: JEFFERSON 1-2727
FT. WORTH, TEX.
917-919 FLORENCE ST.
PHONE: EDISON 6-0182

LAHER ELECTRIC CARS & TRUCKS FOR INDUSTRY & GOLF 30 Models to choose from...



AN UNBEATABLE SAFETY COMBINATION



HEIN-WERNER JACKS and STANDS

- help use all your space to produce income
- relieve tie-ups of fixed lifting equipment
- speeds muffler, shock, filter, and brake replacement

HEIN-WERNER SAFETY STANDS

... a *must* for every shop or station. Instantly adjust to desired height and lock in place automatically. Offer stable, proper support for *safer* undercar work. Relieve jacks for use on other jobs—no tie-up of equipment. All H-W SAFETY STANDS factory tested to support 50% overload. At your H-W Jobber now at these economical suggested prices:

- Model CS-211, 2-ton cap., (per pair): \$17.50
 Model CS-5.15, 5-ton cap., (per pair): \$24.50
 Model CS-7.20, 7-ton cap., (per pair): \$35.60



HEIN-WERNER "K" 2-ton HYDRAULIC SERVICE JACK

... lifts full 24 inches for fast, safe, quick access even in close quarters. Safety valve prevents overloading; ram travel controlled by positive stop. Compact and easy to maneuver;— easy to operate. Jack features roller bearings in front wheels and ball bearing casters. White swivel saddle speeds proper spotting under load; makes secure contact until SAFETY STANDS are positioned. At your H-W Jobber now at this suggested price:

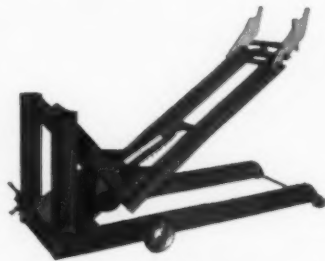
Model K (standard service) 2-ton cap.:
\$153.60



HEIN-WERNER "55" PACER

... with Bi-Level Swivel Saddles properly lifts *all cars*; raises either end to permit free access to under-chassis. Offers more lift, span, and reach to correctly raise loads up to 33 inches. Every "55" PACER powered by a 3 ton jack with safety setting at 1½ tons for longer, safer performance. Buy the *best* Hydraulic Twin Saddle Jack and always work safe with SAFETY STANDS. At your H-W Jobber now at this suggested price:

Model "55" Hydraulic, 1½-ton cap., \$124.50



HEIN-WERNER PORTABLE AIR LIFT

... smooth cantilever action raises loads to a high of 52 inches. Ideal for tire and brake service, muffler and tail-pipe replacement. When used with H-W CS-5.17 Pivot-Head SAFETY STANDS all four wheels of the vehicle are cleared in a jiffy. Especially suited for outside service on aprons and drives; fully air-operated and completely portable. Positive automatic safety lock prevents accidental lowering. At your H-W Jobber now at these suggested prices:

Model AL-35.1, 1½-ton cap. Air Lift: \$385.00
 Model CS-5.17, 5-ton cap. Safety-Stands
 (per pair): \$25.95

Keep your shop up-to-date with Hein-Werner's SAFETY COMBINATIONS . . . dependable, safe jacks best suited for your service needs *plus* the proper capacity of SAFETY STANDS. Get full facts now from your H-W Jobber, or write, wire, or call us for details.

Hein-Werner
CORPORATION
WAUKESHA, WISCONSIN



55" PACER



FLOOR JACKS



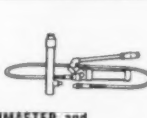
STANDS



UNDER AXLE JACKS



AIRLIFTS



PUSHMASTER and
"PUSH & PULL"



BIPOD JACKS



TRANSMISSION JACKS

YANKEE DOUBLE- DUTY MIRROR CUTS INVEN IN HALF! TORY



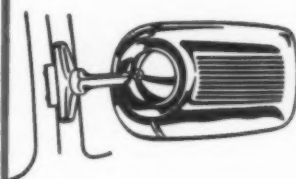
NEW MIRROR LOWERS COSTS, RAISES TURNOVER!

- Unique YANKEE Look-of-Tomorrow Styling.
- Fits all cars—standard, compact or foreign.
- Body-mount adapter packed right in box.
- Die-cast head and base won't rust or corrode.
- Distortion-free non-glare glass, extra wide-angle visibility.
- Famous Blue-White Chrome over duplex nickel.
- Exclusive "Adjus-to-Lock" head. Adjust it. Lock it. Forget it.

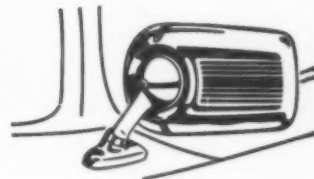


YANKEE METAL PRODUCTS CORPORATION
NORWALK, CONNECTICUT • TORONTO, CANADA
All Yankee Products Are Unconditionally Guaranteed

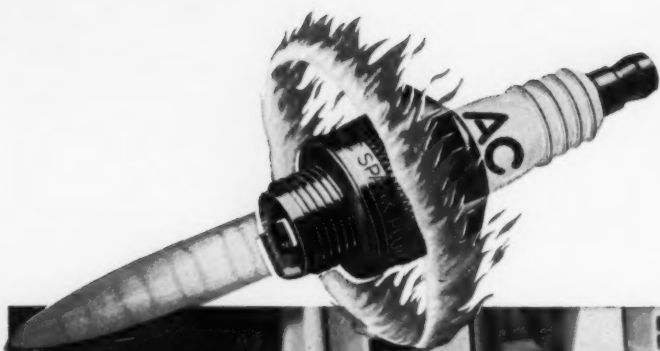
2 MIRROR MOUNTINGS IN 1 PACKAGE!



Clamps on door—left or right side—without drilling holes.



Body-mount bracket fits on fender, door or hood on all cars.



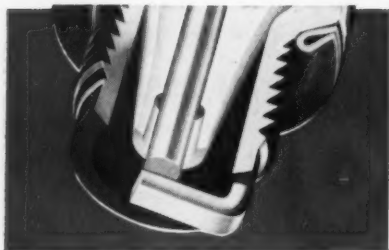
**step up your
with AC's**



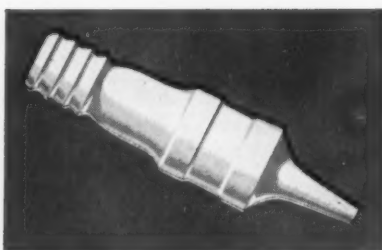
AC's national advertising in Life and Post during June and July features the money-saving benefits of AC Spark Plugs.

Boost your summertime profits and build your circle of friends (the kind that come back to buy again) by recommending and installing AC Fire-Ring Spark Plugs, designed to deliver utmost gasoline economy and longer effective spark plug life.

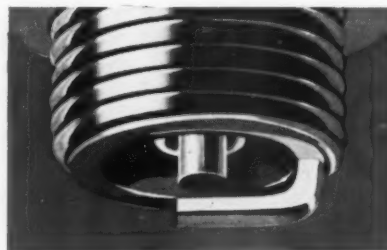
Here's why ACs last longer



AC's exclusive hot tip heats faster, cools faster to provide self-cleaning action, keeps spark plug at peak efficiency longer, lengthens spark plug life.



The near-diamond hardness of the AC ceramic insulator permits thin construction of the tip for better heat conductivity, without sacrificing strength.



The massive electrode developed by AC keeps cooler in operation, extends life by reducing material burn-away and the need for frequent gap adjustment.

get the selling edge with

summertime profits

complete spark plug line

***SELL EVERY DRIVER WITH
ONE SPARK PLUG LINE—
ACs ARE NOW MADE FOR
EVERY AMERICAN CAR AND TRUCK,
AS WELL AS FOREIGN MAKES***

The royal road to increased service business this summer leads right down the AC line—and it leads off with AC Fire-Ring Spark Plugs. There's an AC Spark Plug now for every American car or truck and for foreign cars now being imported to this country. Backed by a hard-hitting program of advertising and merchandising, AC Fire-Rings are in demand by motorists who want top performance from their cars all year 'round—so stock up now and be ready for the extra spark plug business that's headed your way.

Here are some other
advantages you get when you
stock and sell AC

- A continuing program of research and product improvement that ensures your customers of outstanding quality whenever they buy AC products.
- A wide accessory line of the highest quality products—sold exclusively under the nationally famous AC brand name.
- Better profit margins through faster turnover, resulting from greater consumer recognition and acceptance.



profit AChievers!

Van Norman 570 ROTARY BROACH

Earns EXTRA PROFITS for you
because it's extra fast



One set-up . . . one pass . . . one cut. That's all it takes to turn out precision machining of cylinder heads, engine blocks and other surfaces with the 570 Rotary Broach! Look at the many ways it cuts your costs, pays you bigger profits with less work:

- Set-up time about 60 seconds.
- Resurfaces average cylinder head in less than 8 minutes.
- Micrometer controlled stock removal.

- Requires no attention from operator once automatic traverse feed is set in motion.
 - Less floor space needed than with any other machine approximating its capacity.
 - Tool-sharpening fixture is available for resharpening cutters. Not necessary to return cutters to factory.
- Learn all the benefits in having this extra-profit-maker in your shop. Contact Van Norman now.

4120

QUALITY IS THE REASON—IT PAYS TO VAN NORMANIZE

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A DIVISION OF VAN NORMAN INDUSTRIES, INC.



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room



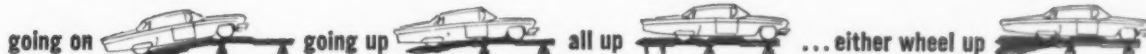
for rack

alinement

162 Power Rack

the new BEAR

announcing a NEW MONEY MAKER for alinement, mufflers, tail-pipes, shock absorbers, brake service, tires and balancing service!



162 Power Rack is Bear's answer to your many under-car servicing problems. Its retractable ramps make room for alinement wherever you have room for a car!

Space saving is only one problem-solving feature you get with 162 Power Rack. There's nothing like it for getting at shocks...replacing tail-pipes and other under-car service.

It's just like driving on to any other rack when you drive on to the 162 Power Rack. You've got full visibility...no feeling of driving up a hill! When you are up, you are

high enough up for under-car work—but low enough to easily make those over-the-fender adjustments.

The controls are mounted on a wall or on the rack, so you leave the car before raising or lowering the ramps—assuring complete safety with visibility from start to finish.

With the 162 Power Rack you can lower either rear wheel—getting complete access to the under-side of the car for tail-pipe replacement—shock service, etc. Cross member allows jacking of one or both front wheels. By using wheel stands, all four wheels can be freed.



---INCREASE YOUR EARNINGS—MAIL THIS COUPON NOW!---

BEAR MFG. CO.

Dept. S-5, Rock Island, Ill.

Without cost or obligation, send me the FREE BULLETIN on the new Bear Money-Making 162 Power Rack.

Name

Address

City Zone State

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for quality parts and accessories—
YOU NAME IT...MOPAR'S GOT IT!

A black and white advertisement for Mopar parts and accessories. The central text reads "for quality parts and accessories— YOU NAME IT...MOPAR'S GOT IT!". Below the text is a collage of various Mopar products including a car battery, oil filter, brake fluid, spark plugs, and other automotive components. The products are arranged in a way that showcases the variety of parts available. The background is dark, making the products stand out. The overall tone is professional and informative.

*mufflers . . . flexible tail pipes . . . exhaust pipes . . . spark plugs . . .
battery cable . . . fan belts . . . radiator hose . . . oil filters . . . brake
fluid . . . thermostats . . . ignition coils . . . shock absorbers . . . batteries
. . . engine care chemicals . . . car appearance chemicals . . . automatic
transmission fluid . . . power steering fluid . . . remanufactured parts
. . . anti-freeze . . . lamp bulbs . . . sealed beam units*

Whatever the job, there's a part to fit!

A complete quality line of replacement parts . . .

FOR CHRYSLER CORPORATION VEHICLES

Genuine "New" MoPar Parts and Accessories—The only new parts recommended for these fine cars and trucks.

MoPar Approved Remanufactured Parts—Highest quality parts, r-e-m-a-n-u-f-a-c-t-u-r-e-d to MoPar's rigid specifications.

FOR OTHER MAKES OF VEHICLES

New MoPar "Universal" Parts—Famous MoPar Quality, now available for other popular makes.

Rempar Quality Remanufactured Parts—Quality parts, r-e-m-a-n-u-f-a-c-t-u-r-e-d by MoPar Approved Parts Remanufacturers.

A COMPLETE QUALITY LINE . . . TO HELP YOU . . .

install with confidence—cut service costs—save time and space—increase profits—provide more dependable service.

Genuine MoPar Parts, MoPar "Universal" Parts, MoPar Approved Remanufactured Parts, and Rempar Quality Remanufactured Parts are available from your MoPar Parts Wholesaler—or your Chrysler Motors Corporation Dealer . . . selling Plymouth, Valiant • Dodge, Dart, Lancer • Chrysler, Imperial • Dodge Truck • Genuine MoPar Parts and Accessories. Call your dealer or wholesaler today!



MoPar Parts and Accessories, Chrysler Motors Corporation, Detroit 31, Michigan



DEAD

■ This battery looked new. It even powered the car lights and horn up until the last minute. Then it died . . . prematurely. Battery "sulfation" set in . . . plates hardened . . . chemical reaction stopped.

■ Chances are it wasn't a National battery. National's patented Silver-Cobalt, Sealed Charged construction provides 300% greater resistance to overcharge (number 1 battery killer) and more resistance to undercharge

(number 2 battery killer). National batteries stay stronger, longer . . . do not die before their time.

■ These are advantages for the motorist. For dealers National has a profit structure that can really make battery money. Contact your National distributor for the complete story . . . today.



AUTOMOTIVE DIVISION
GOULD-NATIONAL
BATTERIES, INC.
St. Paul 1, Minnesota



Filled at the Factory • Sealed Charged at the Factory • Factory Fresh Performance



THOMPSON PRODUCTS
VACUUM TESTED WATER PUMPS
never need greasing

Only a precision built, vacuum tested water pump can be greased for life. And that's the story of Thompson factory duplicate pumps. Skilled hands machine and hone each Thompson pump part for precision fit. Critical engineers torture test each model for the equivalent of the car's operating life. Each and every pump is vacuum tested against the most minute seal or assembly defect. *And as a final assurance of long, trouble-free life, Thompson water pumps are greased for life.*

To get the water pump you need, to be sure of reliable service and a satisfied customer—specify Thompson. There's a factory duplicate for virtually any car in use today—regardless of make, model or year.

Sold thru the world's finest jobbers



Thompson Products Replacement Division

Thompson Ramo Wooldridge Inc.

Cleveland 3, Ohio



FREE! TO ALL MAREMONT INSTALLERS!

\$8³⁴ MUFFLER SALES KIT

The Most Complete Muffler Sales Kit Ever Made!

*Our Actual Cost

**IF IT WILL
HELP YOU SELL
MUFFLERS
IT'S HERE...
AND IT'S FREE!**



And ask your jobber about the famous low-cost traffic stopping Maremont signs and all alloy-coated cutaways on rotating displays.

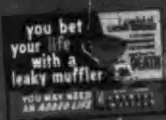
**4-FT.
PLASTIC
DISPLAY**

... for doors, windows or walls. Order MH701.



INSTALLER MEMORIALS

... 8 1/4" x 11" cover every feature of Maremont service. Order 1914-20.



CARDINAL MESSAGE POSTER

... 35" x 22" 3-color poster ... calls attention to need for muffler inspection and replacement. Order MH518.



VEHICLE INSPECTION POSTER

... 13" x 18" 3-color vehicle inspection reminder poster ... sells mufflers. Order MH605.



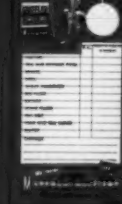
MECHANIC INCENTIVE CARD

... boost employee pay, your sales. 3 cards and instruction sheet with suggested plans. Wallet size. Order MH644.



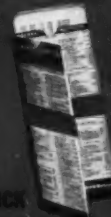
SAFETY PLATE PLANK

... handsomely embossed on solid black metal. Your name printed in gold. Order MH479.



INSPECTION REPORT CARD

... builds sales, improves service. Order MH238.



QUICK QUOTER

... give list and flat rates on tailpipes and mufflers, right application number for cars. Order MH125.



FIGHTS RUST

... eye appealing, three-color plastic Maremont Muffler sign. Sticks to glass and other surfaces. Order MH640.



INSTALLER DECAL-TYPE STICKER

... decal identifies you as authorized Maremont Muffler Installer. Order MH523.

LOCAL ADVERTISING

... powerful newspaper mats, radio scripts. News Mats, Order Form 1677; Radio scripts, 1676.

MAREMONT'S EXCLUSIVE MUFFLER SALESMOBILE BRINGS HELP RIGHT TO YOUR DRIVEWAY

Technical help—sales help—advertising help right where it will do you the most good.



AND MAREMONT NATIONAL ADVERTISING STARS YOU AND YOUR SERVICE IN BIG ADS IN

LIFE LOOK POST



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ALLOY-COATED[®]
MAREMONT MUFFLERS
America's most imitated muffler *Trade Mark

168 North Michigan, Chicago 1
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JULY 1961

For Jobbers:

Stations Are Bigger Market

By **BILL HERBERT**
Editor

SERVICE stations have edged ahead of garages as the biggest customers for parts wholesalers.

A compilation of answers by 800 jobbers to a survey by SOUTHERN AUTOMOTIVE JOURNAL revealed:

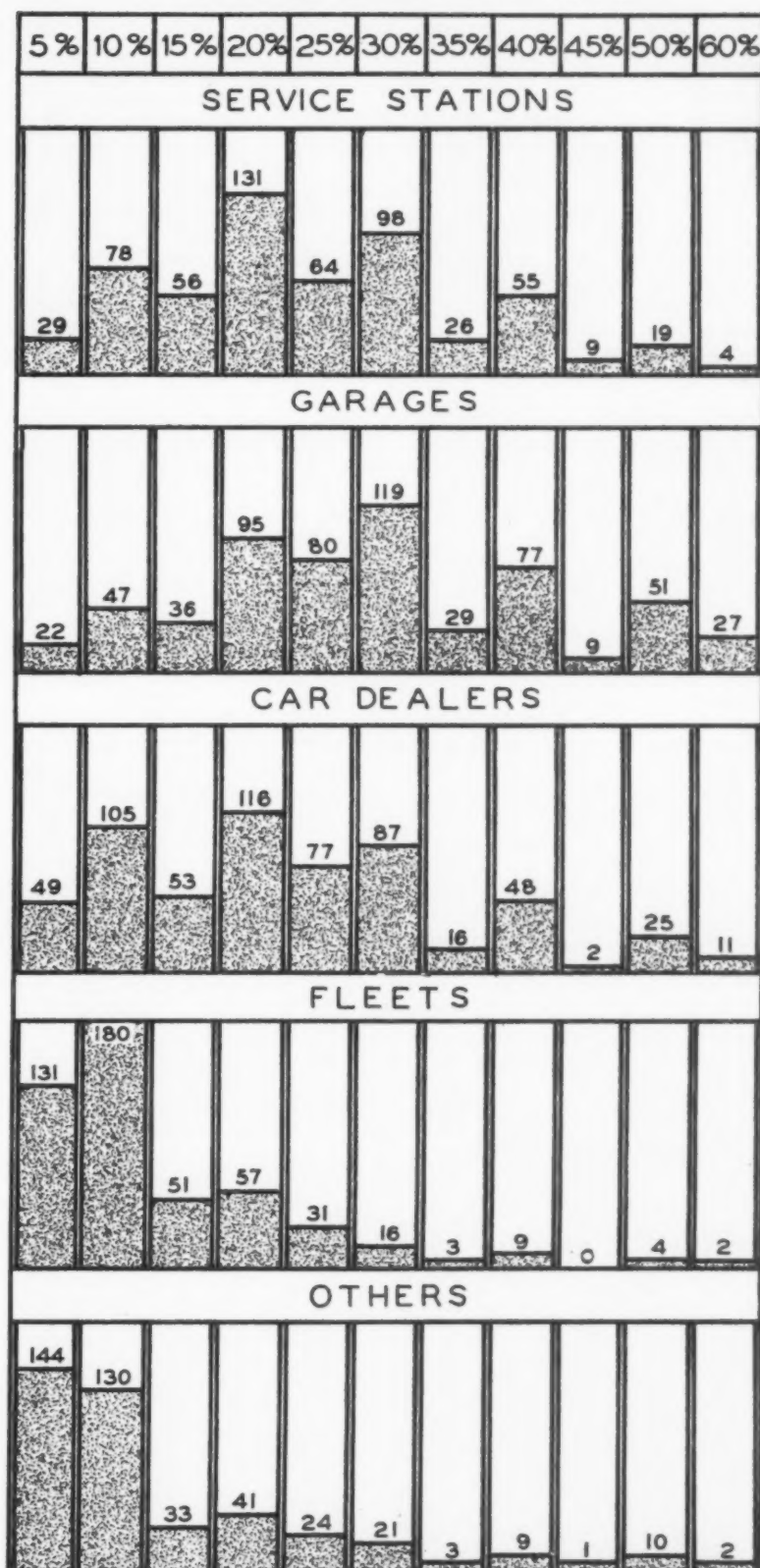
416 listed the stations as accounting for 20% or more of their market, 392 put down garages in this category and 384 listed car dealers. (Naturally, some returns showed a jobber listing more than one of these three classes of customers as providing him with sales in this bracket, so addition of these figures would easily exceed the total of 800 reporting firms.)

Answers to a similar survey a year ago found 590 listing garages as taking up 20% or more of the jobbers' sales, 452 placed dealers in that bracket and 449 mentioned service stations.

These latest tabulations reflect the acknowledged trend of stations to expand into repairs and service beyond their previous TBA and oil activities. Ben D. Mills, vice president of Ford Motor Co. and general manager of the Lincoln-Mercury Division, told the annual convention of the Texas Automobile Dealers Association in May that as recently as 1952 the franchised car dealers got 29% of the total service work, but that today the figure had

(Continued on page 102)

Figures inside the columns indicate number of wholesalers replying



New Building—35% New Sales

EVERY garage operator has a vision of the greater volume of work he could turn out if only he had more space, more efficiently laid out, that would save him time, labor and money.

He senses that a garage more accessible to the public, less wearing on him and personnel in jockeying cars around, would not only be a money-maker through more business but would cut back on the expensive day-to-day time losses that add pennies to overhead and eat up profit.

That was the position I was in. Operating out of a one-door frame building that had enough floor area to accommodate four cars, I chafed under the constant interruptions in my work to let a car out.

I longed for the day when my mechanics and I could finish a car repair without having to clear the passage for an outgoing car. Two and sometimes three cars had to be moved whenever a job was ready to be parked. I dreamed of the front-end volume I could build up if only I had space for a rack. We had no lifts.

The concrete floor was so rough that it was difficult to get around

By **GEORGE T. MILLER**

Owner, Miller's Garage
Kensington, Md.

on creepers for under-car work. Moreover, the rough floor was impossible to keep clean. Lighting was poor, heating very uneven. I was turning over to my competitors good volume that belonged to me.

Then my opportunity came. Knowing precisely how I would escape the constrictions of my old unplanned shop, I leased an existing 42'-by-22' building, planned and designed a 42'-by-36' shop to adjoin it, incorporating all the features that would make a light, well-ventilated, accessible, highly-productive shop, departmentalized into fast-turning work, slow-turning major work, with a door for each bay. I knew I wanted plenty of windows—all the windows a wall could take. I insisted on a garage free of posts.

I wanted doors big enough to accommodate a truck so that I could take on a few commercial accounts. I wanted lifts to free the men from riding creepers. And if

there was anything I was determined on, it was an ultra-smooth concrete floor that would really look clean when it was scrubbed and mopped. True, I still could not see where I was going to put a front-end rack, but I knew it would have to be planned for in time.

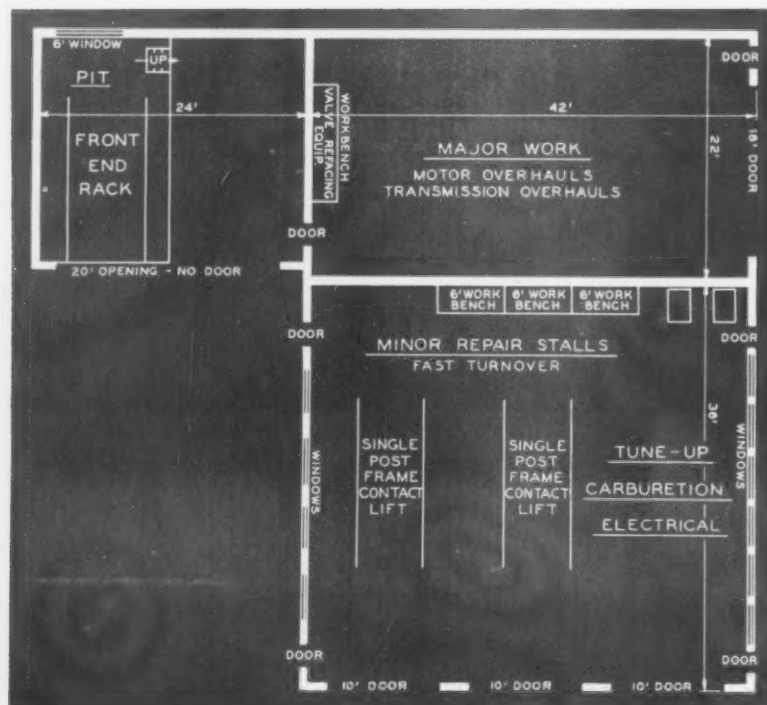
I got to work on this 10,000-square-foot piece of land, laying out a roof-trussed cinder block building with brick facing. The wall between the existing 42'-by-22' building and the new 42'-by-36' building had to be retained for its roof supports.

Situated on a sloping side street

Another Blueprint on Time-Tested Garages

This is another in the latest series of features giving details of buildings which have proven their worth for garage operators. Tearsheets of earlier stories will be forwarded upon request, until the supply is exhausted.

You may want to file away this material against that day when you may be planning a new or revamped building.



branching off a main highway, the shop sits in a small depressed pocket that is highly advantageous to accessibility because it is removed a few feet from the stream of heavy, fast-moving traffic. The three big doors of the new main building face the highway; the large door of the existing building opens onto the side street.

We put in as much building as the zoning commission allowed. With a 15' ceiling we arranged for doors 10' wide and 12' high.

We placed six windows along a 36' wall on one side, four windows with an equal area of glass on the other side. Two single-post frame-contact lifts were installed, preference given to this type so that wheels were freed for brake work and wheel balancing, in addition to under-carriage repairs. The third bay takes care of tune-ups, carburetion, etc. On the rear wall of the bays there are three workbenches, each 6' long and 28" deep for test-



Top: Each bay has a door of its own. The flat roof is flooded in the hot months to keep the shop much cooler. Above: Easy accessibility to customers became an achieved objective—with more volume—in the new shop.

Top: Mechanics lose no time jockeying cars, since the bays have their own opening to speed up the repairs. Above: The front-end pit was elevated higher than usual—to 40"—to permit showing customers any details.

ing and tune-up equipment.

With a door to each bay, no one is in anybody else's way in moving a car in or out. This time loss has been eliminated. Plenty of natural light streams in through the windows on good-weather days, holding down light bills, because our four tube fluorescents are not needed.

Two gas hot-air units, one in each building suspended from the ceiling, distribute a flow of warm air throughout the shop area.

This is in great contrast to the poor lighting from the inadequate incandescent bulbs we formerly had and small windows in our old frame shop, and the coal-burning stove that radiated heat only in the immediate area.

We can work through the hot and humid summer months without flagging in energy. In contrast to the low roof and inadequate circulation of air in the old shop, the flat roof of our new shop can be flooded with water in the summer

months, evaporation cooling the shop interior. Moreover, an abundance of doors keeps air currents constantly moving.

A 22' door fronts the two-bay existing building where we do major work like transmission overhauls, motor overhauls and other lengthy jobs. Chain falls, valve-refacing equipment and a six-foot workbench are located here.

Within six months volume went up 35%. We did not promote by

(Continued on page 106)

A suggestion from this garageman-builder:

Check to see if any road-building plans may affect your location.

Summer Re-Tune-Up

UNDER-THE-HOOD temperatures are on the "hot" side this time of the year, and the usual tune-up items—valves, plugs, points, condensers, timing and carburetion—require special attention (Fig. 1).

In addition to these, there are other items which are often overlooked, the result being poor overall engine performance in hot weather.

Let's make our summer tune-ups thorough by covering all these items, thereby assuring our customers the type of performance they expect.

In the following text we will endeavor to point out the items to check and correct should they not be functioning properly.

Valve tappet clearance:

Although valve tappets are now predominantly hydraulic, the mechanical tappets (or lifters) are still with us. In performing a routine tune-up some mechanics seem to forget the relationship between tappet clearance and a smooth operating engine.

On engines so equipped, it is recommended that tappet clearance be inspected every 12,000 miles and adjustments to specifications be made where necessary. The engine has to breathe freely and this is one way of being sure that it does.

Secondary or high-tension cables

By **E. M. LOWERY**
Technical Editor



(Fig. 2):

When tuning any engine these cables should be examined closely. Engine heat, plus cooling off, expands and contracts the insulation so much that tiny cracks and pinholes develop and, much the same as "weathered" garden hose, they leak.

While we are on the high-tension circuit, the distributor cap and spark plug terminals can corrode and cause poor contact. This sets up ex-

cessive resistance, thus increasing the cable leakage. Where these conditions exist, we certainly can't expect good ignition. So be sure to remove the cables for inspection, and if they should be resistor cables, be very careful how you remove them.

Examine each cable for cracks and pinholes. If you are not sure about the condition of the cable and you have no way of testing it, replace it.

It is a very good idea to install new high-tension cables each time you install a new set of spark plugs. Since we have resistor spark plugs and resistor cables, always be sure that you have the right combination.

High-tension insulation cable sleeves and covers that fit over the spark plugs, distributor cap and coil towers get brittle and cracked. When this occurs they should be replaced.

Another thing that is easy to overlook is a loose or corroded terminal in the primary circuit. Looseness and corrosion in this circuit add resistance to the flow of current. This can cause hard starting and high-speed skip. If resistance is suspected, a voltage drop test should be made.

As some cars use a ballast resistor in the primary circuit, it is best to check the specs on the unit being tested for the allowable voltage drop between points.

There is one spec that is more or less standard—from the distributor side of the coil to ground. If there is more than 0.1 volt drop, look for a poor connection between the coil and the contact points. Also look for burned points or a poor ground. Distributor points are of major importance to engine performance and should be in good condition at all times.

When there's a slight build-up of metal on either contact point, it is usually a result of the type of driving being done. Constant slow-speed driving, for example, can cause a metal build-up. In a case like this, don't jump to the conclusion that the condenser is strictly at fault. On the other hand, don't fail to test the condenser, but replace it only if it fails the test.

If the points are set too close, they will burn and pit. The different types of burning that take place can be clues to other corrections

Fig. 1—Temperature under the hood will reach a rather high degree during the summer operation, calling for extra attention to these various units.



August: Controlling Oil Consumption

What to look for and what to do in order to control excessive engine oil consumption will blacken this page next month in another time-to-be-told Lowery article.

that should be made. Points burned *black*, for example, usually means lubricant got on the contact surfaces. This can happen if the cam surface or the felt in the center of the cam is excessively lubricated.

Points burned *blue* generally means excessive voltage. The voltage regulator is probably set too high, damaged or improperly adjusted. Naturally, the regulator should be tested and adjusted, or replaced if damaged.

Remember to reset ignition timing after installing distributor points (Fig. 3).

Air cleaner:

Another good extra tune-up step is thorough air cleaner service. It is one item often missed. The oil-bath cleaner should be serviced every 1,000 miles. The filter element should be removed and swished around in kerosene. If there's a collection of dirt or sludge, the reservoir should be cleaned, also, and fresh oil added.

Inspect and clean the dry-type air cleaner every 5,000 miles and replace it every 15,000 miles. This goes for a car driven normally. Where driving conditions are more severe, the element should be cleaned and replaced more frequently.

When you clean the dry-type cleaner element, blow the dirt out with compressed air. Hold the nozzle inside the element, but not too close to it, or the filter element might be damaged. Tapping can damage the element before all the dirt is jarred out. Compressed air does a much better cleaning job and is easier on the element. Remember to wipe the dirt out of the filter chamber.

A partially clogged air cleaner will result in a carburetor mixture that's too rich. It will have the same effect as running with the choke valve partly closed. This not only wastes fuel, it also affects top-speed performance.

Crankcase ventilation:

The filter in the oil filler cap and filter in the crankcase ventilator pipe (if one is used) should also be cleaned. In addition, see that the ventilator pipe is free from any re-

stricting dirt. Unless both ends of the ventilating system are open, the crankcase will sludge up and collect excessive acid.

Drive belts:

Maintenance of drive belts is a *must*, (Fig. 4). The satisfactory performance of the belt-driven accessories depends on the maintenance of the proper belt tension. If the specified tensions are not maintained, belt slippage may cause engine overheating, lack of power steering assist, loss in air-conditioning capacity, reduced generator charging rates and greatly reduced belt life.

To avoid any such adverse effects, the following service procedure should be followed:

- 1.—Retighten all belts to the specified used belt tension at new-car preparation.

- 2.—Retighten all belts at the 2,000-mile check-up.

- 3.—Check all belts by the deflection method at servicing, and retighten if needed.

- 4.—The new belt tension specifications should be used on all belt replacements, and the above procedure followed thereafter.

There are two methods by which belt tensions can be properly estab-



Fig. 2—Always inspect the high-tension cables and the cap for cracks and carbon runners.

lished—torque and deflection.

Belt deflection method:

All belts can also be tightened by measuring the deflection of the belt at the mid-point between two pulleys under a five-pound push or pull. A small spring scale can be used to establish the five pound load. See Fig. 5 for correct location at which to measure deflection.

This method should be used only when it is not possible to use the torque method, as it is a less accurate substitute. To tension the belts by the deflection method, loosen all mounting bolts and use a bar to apply tension to the belts, being careful not to damage the accessory. Tighten the mounting

Fig. 3—Always reset ignition timing after any change in point setting.



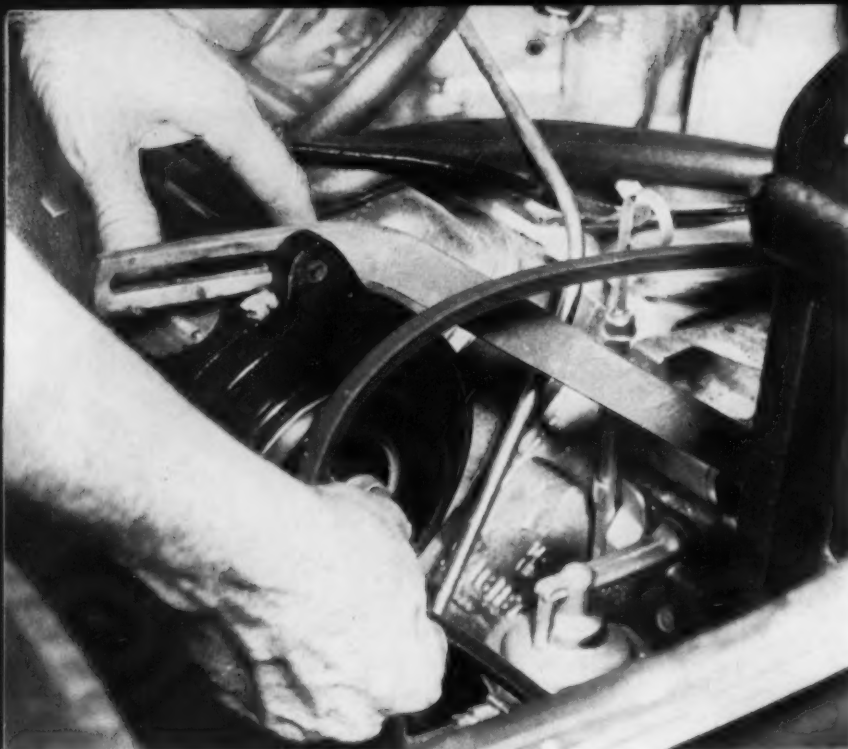


Fig. 4—Always inspect drive belts. They take punishment galore.

bolts and check the deflection. It may be necessary to repeat this procedure several times to establish the correct tension.

Any belt that has operated for a minimum of a half-hour is considered to be used.

Cooling system:

Most antifreeze left over from winter must be drained. Discourage the practice of leaving it in the radiator and simply adding rust resistor. And when you drain antifreeze, be sure to open the water control valve and let antifreeze drain from the heater core.

If the solution you drain from the cooling system is dirty or rust-colored, be sure to use cooling system cleaner. Then, reverse-flush the cooling system.

Examine all of the rubber hoses to see if they're deteriorated and need to be replaced. If they are okay, add rust resistor to the clean solution when you refill the cooling system.

On many factory-installed air-conditioned cars, you must add one gallon of fresh, permanent-type antifreeze to the refill. That will protect the coolant in the heater core when the air conditioner is working. And don't forget to inspect the pressure cap. If the cap loses its ability to maintain proper pressure, summer driving can cause a loss of water and the engine will overheat.

So test the pressure cap with a tester and cap adapter (Figs. 6 and 7). Usually the caps are marked as to amount of pressure.

Use the same tester without the cap adapter to pressure-test the cooling system. This will tell you whether the cylinder head gasket seals properly, and if there are any slow leaks at the connections, or in

the heater core.

Note: Test the cooling system at a pressure 3psi higher than cap pressure.

Manifold heat control valve:

Because the manifold heat control valve has such a direct bearing on engine performance as well as economy, it should be examined regularly as a part of every engine tune-up. The valve must work freely so it can help control temperature of the mixture that enters the cylinders. You can test this by hand in a couple of seconds.

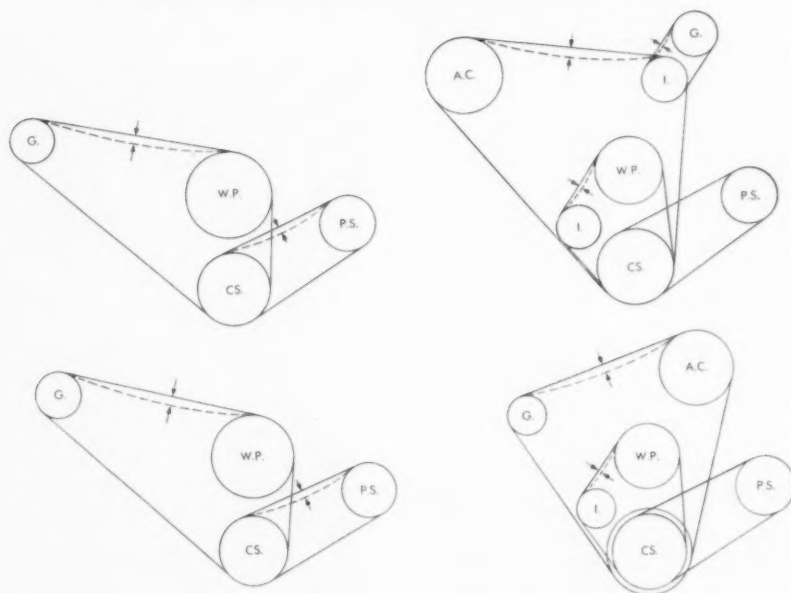
If the valve sticks in its open position, hot gas will not be directed to the exhaust crossover passage and around the carburetor hot spot to pre-heat the mixture. If this happens, the engine will idle poorly, the choke will stay on too long and waste fuel.

If the valve sticks in its closed position, that upsets the air-fuel mixture in another way. The valve stuck closed sends too much heat to the carburetor hot spot. That overheats the mixture and interferes with proper combustion. It shows up in an owner report of no pick-up, poor acceleration and the fact that high-speed performance is affected. There might be a stumble on acceleration, too.

What happens is that the choke comes off too soon. Sometimes percolation takes place. In this case, the engine can stall and be hard to start again.

You can guard against the mani-

Fig. 5—Typical drive belt arrangement. G is for generator, WP for water pump, PS for power steering, CS for crankshaft, AC for air conditioning and I for idler pulley. Arrows indicate belt deflection measuring locations.





Figs 6 and 7—Radiator pressure cap is very important where engine temperature is involved.

fold heat control valve sticking by using solvent on the shaft every 1,000 miles. Also, be sure that the thermostatic coil spring works properly.

Carburetor:

One important thing to keep in mind is the tightness of carburetor air horn screws. Sometimes they work loose and air leaks develop. That, of course, leans out the mixture and spoils idle performance. If you didn't know those screws were loose, you would tend to set the idle mixture screw on the rich side to compensate for the air leaks. As a result, economy would surely go out the window.

So whenever the air cleaner is removed for service, tighten the air horn screws as well as the mounting stud nuts. Don't overlook tightening the intake manifold attaching bolts, either. Torque specifications for the manifold bolts are in the shop manuals.

On high-mileage cars, watch for a possible air leak around the throttle valve shaft. Wear on the shaft or in the throttle body—or both—can cause erratic idle condition. If you have a case where idle adjustment varies every time you open and close the throttle valve, inspect for excessive clearance at the shaft. You may have to replace the shaft, or throttle body and shaft assembly, to correct this condition.

Leaks that interfere with vacuum-operated accessories, such as power brakes and the car heater, can also affect engine operation. If the vacuum leak permits the engine to draw in air, it will lean out the carburetor mixture before it reaches the cylinder. That may be mis-

leading, causing us to set the carburetor too rich, which would increase fuel consumption.

Fuel economy and hard starting:

If you get a report of excessive fuel consumption, along with hard starting, there are a number of things to inspect. The choke setting, float level, condition of the float needle valve and seat all affect economy and starting. See that the float level is right, and that the floats don't leak or rub on the sides of the float chamber. Make sure the needle valve seats tightly.

On cars with the integral-type choke, check the index mark on the housing to see that the thermostatic coil spring is properly adjusted.

If you find carbon or corrosion in the choke mechanism, the heat tube might be drawing exhaust gases from the manifold. That means the heat tube is cracked, burned through, or has a loose fit in the manifold. This calls for replacing the tube, or the manifold and tube as an assembly.

Poor top-speed performance:

Poor top-speed performance will also be affected by a float level that's too low, or by poor fuel pump performance.

Best way to find out is to test the pump, once you are sure the float level is okay. Pump pressure should be as specified at 500rpm.

Vacuum should be 7 to 11 inches of mercury at cranking speed. Fuel pump vacuum that's too low tends to starve the engine at higher speeds. Sometimes this condition isn't due to the fuel pump at all. The fuel line or hose might be kinked, which restricts the flow of fuel, especially at high speeds.

So, always examine the fuel line, the fuel hose and hose connections. At the same time, be sure to service the fuel filter.

Accelerator pump position:

Another thing to check into is accelerator pump position. The stroke is adjustable, as you know, but the middle position is the standard setting for all normal driving conditions.

The long stroke should be used only when the car is driven at temperatures that are extremely cold—0°F. or colder.

The short-stroke setting is for cars that drive under extremely hot conditions—90°F. or above.

Borgward Franchise Goes To Florida Dealer

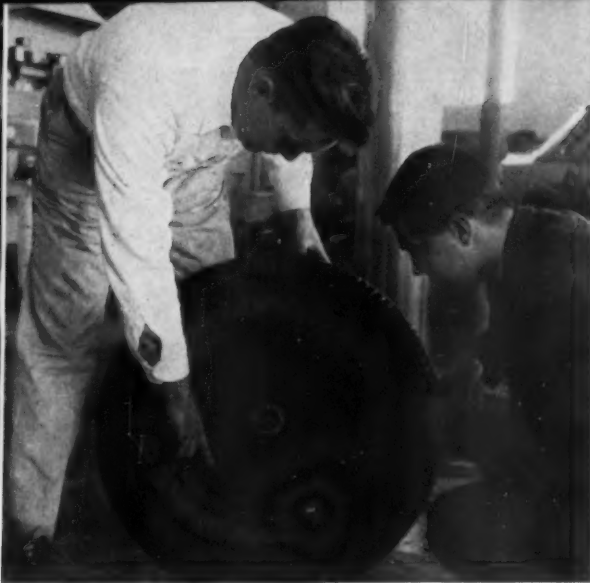
FRANK Taylor of West Palm Beach, Fla., a 13-year veteran of the imported automobile market in his state, has been granted the franchise for sale of Borgward vans, buses and campers throughout the United States, Canada and Puerto Rico, with the exception of the eight western states.

The transaction was consummated in Miami last month with delivery of 17 vans and buses from Bremen, West Germany, a shipment valued at just over \$100,000. Taylor, who previously represented Mercedes-Benz, Jaguar and Rolls-Royce, is now president of Borgward-Taylor Truck and Coach Co., with headquarters in West Palm Beach.

The company will concentrate on a line that includes a two-ton closed body van with dual rear wheel drive, 18- and 11-passenger buses and a "camper" version of the bus.



Just look at that leaking master cylinder!



Your drum is scored and needs turning, too!

Building \$10,000 Annual Brake Sales

WE COULDN'T afford to slip up on a single set of brakes. We handle a neighborhood residential trade of regular repeat business.

A car left with us for lubrication or servicing is scrutinized closely for safe running condition. We take responsibility by religiously checking every car for safety—a complete checkup when there is plenty of time, a minimum of five spots when there is very little time.

A minimum safety check comprises looking at the inside tires, condition of the brake hoses, brakes themselves, condition of cylinders and outside appearance of the master cylinder. Our job is to find the brake that won't hold.

We sell ten brake jobs out of ten recommended. I tell my customers that the best automobile insurance in the world is good brakes. We have built brake volume steadily to approximately \$10,000 in '60, a gain of 40% over '59. Two years ago we invested \$1,100 in a drum lathe, further building profitable brake volume.

Turning drums in the shop relieves us of running the customer's car elsewhere and tying it up.

Averaging five brake reline jobs a week with the average sale bringing \$26, I believe that the most important step for any shop wishing to strengthen its brake department is safety inspection, finding faulty brakes.

The next step is showing your cus-

By SAMUEL A. CAPTAIN
Co-partner, Morin and Captain
Washington, D.C.

tomers defective brakes. It does not take exhaustive selling to put over the idea of safety. Every driver is accident-conscious. You have only to show a customer a cracked lining, a scored drum, a leaking master cylinder. His own mind fills in quickly the dramatic occurrence that can take place swiftly—and fatally.

A customer brought his car in for

a lubrication. He was in a hurry and wanted to get out quickly, but when we showed him a leaking master cylinder, he rightfully agreed that came first. He called off his appointment, made other arrangements and we made a sale of \$38. If we had not made safety checkups a studied routine even on hasty jobs, we might have overlooked this leak. But we might have lost a customer too!

A mechanic who finds bad brakes calls a customer by telephone after he has noted the condition of his re-

(Continued on page 98)

Look how this wheel cylinder is leaking!



Replace Return Springs

A NEW brake job and the car pulls, dives—or both!

Drums were turned, wheel cylinders were overhauled or replaced with new ones, shoes were ground to fit the drum. What else?

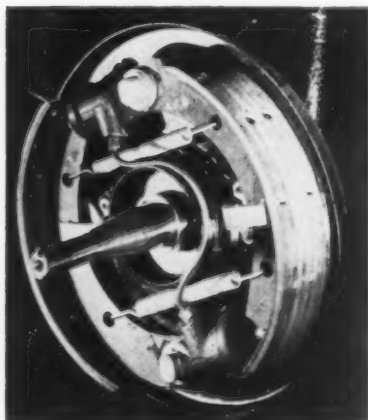
Well, how about the brake shoe return springs and the important part they play in turning out a first class no-comeback job?

In practically every instance of "pulling" and "diving," or erratic brake action, on the otherwise complete job, the fault can be traced to faulty brake shoe return springs.

In today's car, heat is the major cause of brake failure — fading, burning, scored drums, etc. Cars are equipped with automatic transmissions, higher speed engines, smaller wheels, larger tires (providing less cooling area between tire and drum) and brakes that require less foot pressure to actuate in today's heavier traffic.

After a normal lining life, the heat that has been generated inside the drum has weakened one or more

The older the spring, the more important is its replacement. Above shows the Chrysler Center Plane brake. There are plenty of the older type brake illustrated below still on the highways.



All brake shoe return springs should be tested for tension. Should they show any signs of weakness, they should be replaced. This is essential if you are striving for a complete—and satisfactory—brake job. Heat has its damaging effect, over a long period, on these springs as it does on other brake parts.

shoe return springs. By re-using these springs, it is obvious the shoes will fail to fully retract and will touch the drum enough to cause friction, generating enough heat to ruin the lining. Also, the shoe with the heat-weakened spring will allow that shoe to reach the drum sooner than the other shoes, causing a "pull" or "dive."

Within the past few years the importance of replacing brake shoe return springs on every reline has been recognized by more and more mechanics. Almost every advertised brand of lining in the market today will afford satisfactory life and brake action providing the brake man takes the necessary steps to insure a thorough job. However, when the replacement of brake shoe return springs is overlooked, the chances of unsatisfactory brake action are just as great as failure to overhaul or replace the wheel cylinder.

Statistics show that heat-weakened return springs on cars equipped with power brakes can cut lining life by as much as 70%. Many drivers "ride" the brake pedal, allowing the brake shoes to contact the drums. New brake shoe return springs, particularly "heavy-duty" springs, can help overcome this pressure from the pedal-riding driver. Car owners should be cautioned against developing this bad habit.

Because heat has been the predominant factor spurring the devel-

opment of improved friction materials, hydraulic parts and fluids, it stands to reason this same heat is definitely affecting the brake shoe return springs in each wheel. When re-installing the old heat-damaged springs on a new reline, the mechanic frequently stretches these weakened springs as much as 1" or 1½" past their normal extended length. This stretched out spring then takes a "set" with a tension much below its normal pull. Obviously, the mechanic does not stretch all springs an equal amount, and the resulting unequal tensions create "pulling and diving" conditions.

This is especially true of the "self-energizing" type brake used on all cars except Chrysler and American Motors products. The primary shoe engages the drum and forces the secondary shoe to brake the car. With shoe return springs of unequal tension, the primary shoe will engage earlier on one side of the car, causing the car to "pull" to that side. This is also true of the Chrysler Center Plane and three platform-type brake.

In fact, because of the short travel of the springs, even the slightest stretch due to fatigue will be noticeable. When re-installing all springs, care should be taken not to overstretch.

Spring testers have conclusively
(Continued on page 100)

Operating for Profit—Not

By BILL ABBOTT

W. R. "TOMMY" Thompson of Miami, president of the Independent Garage Owners of Florida, is a garageman who makes money, and makes it look easy.

He's been doing it consistently for 30 years, and insists that others can do the same thing with the same methods which he is willing to share with all.

"Tommy" Thompson is no braggart. He is no millionaire. He is a conscientious mechanic, and a dependable businessman who has made good with a simple formula—good work at a good price. With that policy he has reared a family of five children and owns a substantial expanding business with equally satisfied employes and customers. In this happy situation, he is devoting much of his time and efforts now to trying to help other garagemen achieve equal success through active interest in IGO.

"Tommy" is a salesman. He is solid, stable and successful. An hour's talk with him in his attractively paneled office, with a large window view of a clean, spacious three-stall shop, is equal to a college course in garage profits. Anyone can learn something from "Tommy" Thompson.

There is nothing startling or sensational about his pointers. They all have been said before, but even if they're old, they're refreshing, and "Tommy" proves that they work. For example:

"We know we can't get all the garage business in the city. We couldn't handle it if we did. So, we try to get what we can profitably

handle with satisfaction to both ourselves and to our customers.

"You hear a lot of talk about volume. We could cut prices and increase volume tomorrow, but who would benefit? Not the customer, because the job could not be the best. Not the garage, because it would be only lost motion.

"We don't believe in taking a dollar out of one pocket just to put it into another. We want to see some of it put aside in the transfer."

Therefore, Thompson's Garage at 2300 Northwest Second Avenue in Miami accepts only the jobs it can handle properly at a proper price. In addition, it makes certain the money will be forthcoming when the job is delivered.

Oftentimes, a car owner does not have ready cash for needed car repair, but these jobs are handled conveniently by Thompson through IGO of Miami, which has set up a handy financing arrangement with an established reputable loan company. The loan firm takes care of all investigative and administrative details and provides the money in 24 hours or less. The company and the IGO member garage each pay a dollar for each loan contract to the IGO for its general business promotion fund.

Thompson points out that this is only one of many services that IGO offers to its 250 local members.

When a job is accepted, Thompson gives it the best of everything he has—the best facilities, parts and

skill obtainable. His main building is 80' by 200', with an office, three repair stalls and a paint booth along the front, behind an ample concrete apron running the length of the building. Three shop entrances in the front, one on the side and another in the rear have 14' clearances for heavy vehicles.

Inside, Thompson uses two sliding overhead electric lifts, rather than hydraulic lifts, to save space and to move cars sideways from one stall to another. A large body shop with a side and back entrance extends the length of the building in the rear. This opens in the back onto a steel-fenced parking area, guarded at night by a trained but vicious police dog named "Trouble."

From time to time Thompson had been bothered by night prowlers and petty thieves, but "Trouble" solved this problem. Only once, apparently, has anyone dared to challenge the dog on his side of the fence. Thompson found the result the next morning—a torn trousers leg and a trail of blood.

While good facilities and equipment are necessary for good customer service, they are not enough. Good workmanship is even more important, and Thompson has the qualified personnel to perform it. It is not just happenstance that each of his six schooled mechanics has been with him for 15 years or longer, and that each is a specialist. One man has been with him for 30 years, since the start of what Thompson believes to be the oldest single ownership garage operation in Miami.



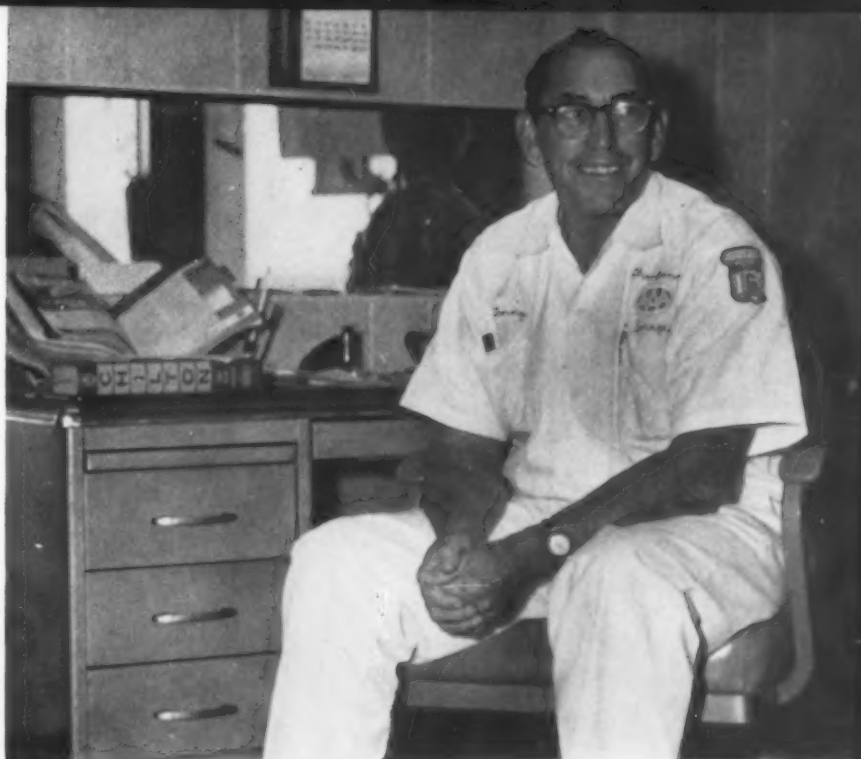
Volume

They have stayed for a number of reasons even in the face of highly competitive job offerings from a dozen or more major domestic and international air lines. One is that Thompson himself is a mechanic and achieved garage ownership through shopwork. They know that he knows their work and their problems. They are assured of a fair assessment of their efforts and accomplishments.

In addition, Thompson does everything possible to prove his recognition and appreciation. He pays them all a salary which is higher than a corresponding commission. He pays for schooling whenever they want or need it. He finances their major purchases, such as homes and cars, gives them a week's paid vacation, unlimited sick leave and, through IGO, is working hard on a group life and health insurance program. The men work five and a half days a week, and get half the cost of a fresh uniform every day.

Naturally, their work stands up with that of any garage in town. It is complete and dependable. No slipshod job ever gets out of the shop. Every car in for work gets a road-test before the job to give the mechanic a feel of the problem, and a road-test afterward to make certain the problem is corrected. In rare cases when the work does not correct a defect, it is done over happily—sometimes even when it is not the fault of the repair.

Guess what caused the torn trousers leg and trail of blood found one morning after prowlers tried to break into this garage? (The Miami garage-man poses here with his four-legged insurance against thieves.)



"Tommy" Thompson and his six mechanics make money when they work—or else.

That policy can become irksome, Thompson agreed, when a few customers seek to impose upon the garage, but it pays in the long run. Fortunately, there are not many impositions.

"Customers in general don't mind paying for satisfaction," Thompson said. "They realize they usually pay for what they get in any purchase or service. They only need to be convinced that they get what they pay for. We make sure of that by giving them complete satisfaction."

Thompson has one price for all. It is a printed price in a standard flat rate book for labor and the manufacturer's list price for parts. He explains both to the customer who begins to haggle. He won't accept a job for less. He offers a ten per cent discount on commercial fleet work for bills of more than \$200 a month, and accepts some fleet accounts on a flat rate basis. In all, he grosses more than \$100,000 a year, of which about 50% goes for labor.

"I am the first to admit," he said, "that anybody can get any job done cheaper somewhere else, but I defy them to get a better job."

"If we don't do the very best possible on anything we do, we stop doing it. For instance, we used to do frame and seat cover work. We dropped them and put efforts on something we could do better. The usual rate for body work labor in

Miami is \$4. We charge \$5, and the customers don't mind because they get a superior job. We do lose some body jobs, but no profit. Again, I say we can't get all the work in town, and there is no point in working for the practice. Our estimates are honest, our price is fair, our work is good. I'd rather lose a job than take one on any other basis."

Thompson pointed proudly to a letter from an editor of *The Reader's Digest*. He keeps it under the glass top of his desk for him and all others to see frequently. It is about malpractices in garage operations that the magazine exposed a few years ago along with fraudulent dealings in other businesses.

Magazine representatives purposely loosened ignition wire in a Lincoln automobile, took the car to various garages for repair, then wrote about what was done and what was charged at each. Thompson's was one of the garages that got the car unknowingly. His mechanic spotted the trouble immediately, tightened the loosened wire and sent the customer on with a smile. The incident was so unusual that the editor was moved to write a long letter of commendable comment.

Thompson feels deeply that this sort of customer relations, plus fair, profitable prices, will be the future salvation of the independent garage

(Continued on page 88)



HEAVY DUTY EQUIPMENT

TRUCKS • FLEETS



The truck mechanic's job may roll up in two sections longer than his shop!

Repairing Truck Chassis

TO A passenger-car mechanic, the daily stint of a heavy-duty truck mechanic might appear nothing short of prodigious.

His project for the morning may appear at the shop in two sections when a truck dragging a trailer rolls up with problems in one or both sections.

We've previously discussed repair procedures in the engine and braking systems of the big boys, so now let's take a look at the operations necessary to maintain proper suspension and alignment.

It has been said there are but a few ounces difference in the weight of a vehicle when it is new than when it is ready for the junk heap, so let us add the comment that considerable twisting, bending and beating can take place over the chassis of a truck during this minute loss of weight.

A heavy truck is heir to the same ills that befall passenger vehicles of all sizes, such as unbalanced wheels

and tires, faulty wheel alignment, and frame and axle bends and distortion. The correction of these faults is conducted in a similar manner to those on a passenger vehicle, but with the use of far heavier equipment.

Wheel alignment equipment and frame correction rigs are set in concrete extending several feet below floor level to support the weight and withstand the stresses of the operations. Hydraulic rams ranging from ten to 100 tons capacity are utilized in making correction in various areas.

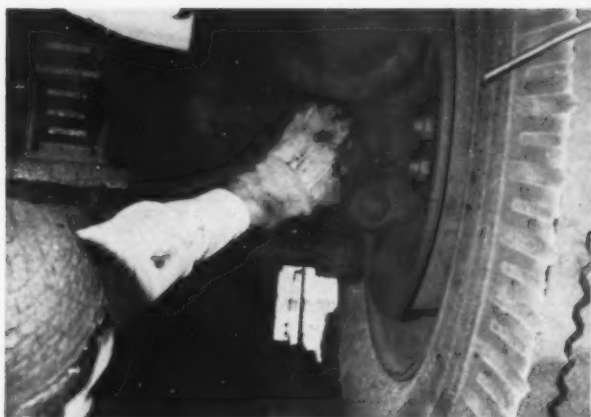
Since trucks are commercial vehicles, their owners naturally pay close attention to maintenance costs, but since a poor repair can cost a great deal of money through delaying cargo movement, the owners will always listen to reason for a good, complete repair.

Due to the high cost of their tires they can always listen to a good alignment or balancing pitch. Their

drivers are professionals and can usually report a problem so the mechanic can get his teeth in it. They recognize a good repair of the complaint when it is accomplished.

Front wheel and axle alignment, live axle and dead axle straightening are all grist for the truck shop's mill. Alignment is checked on turntables with hub- or rim-type level gauges; the wheels are lifted clear for a scribe toe-in measurement.

Hard steering complaints on heavy trucks require the usual front-end caster, camber, toe-in and kingpin-inclination checks to assure that alignment faults are not the cause, but on some types of steering knuckles there may be a kingpin bearing adjustment required to center the knuckle on the axle to prevent drag. This is accomplished by first measuring the clearance at the upper and lower end of the knuckle and the axle with a feeler gauge, and then by turning an adjustment nut to raise or lower



Feeler gauge measurement is made to check if knuckle is centered on the axle.



Bearing adjustment is made by the mechanic to prevent steering drag.

the knuckle and equalize the clearance.

Front-end squareness:

A check can be made to ascertain if one front wheel has been knocked back out of square by use of the illustrated instruments as follows:

1.—Attach gauge as for a camber reading, wheels straight ahead.

2.—Center the bubble by turning the dial wheel. Hold dial wheel and turn the slip dial to "O".

3.—Turn the front wheel toward the center of the vehicle 20°.

4.—Center the bubble by turning the dial wheel and note reading.

5.—Repeat procedure on the opposite wheel. Reading should be the same. Different reading indicates one wheel out of square.

Most front axle bends can be corrected on the vehicle with heavy-duty bending beams, hooks and links with hydraulic rams for power. An air jack may be used to assist operator in lifting the heavy parts of the rig into place. Caster cor-

rections can be made by twisting the front axle by means of a holding hook which is linked to the anchor beam and a pressure hook which is operated by a heavy ram.

The holding and pressure hooks may be positioned according to the location of the desired twisting area. Camber corrections are made with the same anchor beams used but a straight-pull-type hook is used with the ram.

Placement of the hooks on the axle governs which wheel will gain more camber as power is applied through the ram.

Both the live axle housing on the tractor and the dead axle beams on trailers can often be straightened while installed on the vehicles, though some bends require removing the housing or beam for straightening on a press.

When excessive tire wear on the inside duals indicates uneven loading because of reverse camber, camber is increased by placing cables

between duals and connecting them to the ends of a camber beam which is swung under the frame machine. A ram is placed on the center (or slightly off-center) of the camber beam to increase camber equally on the duals or to add more to one dual than the other.

Axle shafts are removed from live axles during the straightening, and the shaft is then installed carefully to assure no malalignment exists after the straightening.

When the axles or housings are removed for straightening on a press, the spindle areas are checked against each other with a gauge to govern the amount and direction of bend for proper wheel alignment and tire contact.

Trucks are subject to the same types of frame bends and distortion from accidents and collision as automobiles, with the added leverages and distortions applied by heavy cargo loads when trouble occurs. Ironing out the kinks in a

Rim-mounted alignment gauges are secured by hooks over the tires for caster, camber and kingpin-inclination checks.

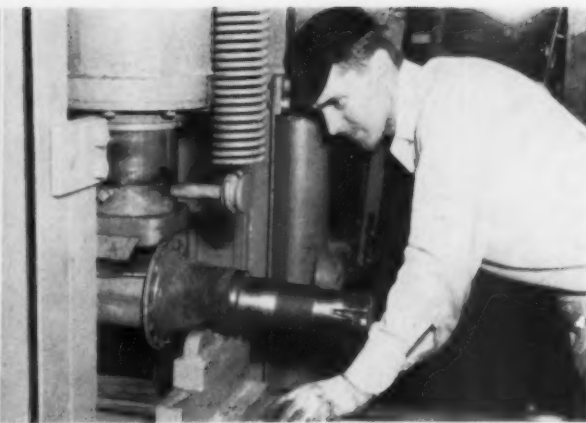


Wheel balancing requires a heavier spinner and heavier weights than for passenger cars.





The mechanic may have to choose a heavier ram for a short camber, increasing bend to a heavy axle.



Trailer axle may require straightening on a heavy press. Truck wheels are also straightened on the press.

truck frame requires heavy anchoring beams and powerful rams.

Sight gauges are used to locate and measure side-sway, horizontal bend, sag and vertical bend. They are also used to check twisted and diamond frames and front-end squareness. Some types of sight gauges are provided with the conventional center sight rods plus secondary sight rods located on extensions on the bars which extend out to one side of the vehicle.

Diamond condition of the frame is checked by a special sight gauge with three sighting rods attached to a gauge bar extension hung at the front of the frame side members.

The three rods are sighted along the side of the vehicle toward a second sight gauge extension suspended at the rear of the frame.

Inability to align the front gauge sighting rods with the rear gauge single sighting rod will indicate a diamond condition of the frame.

Side-sway correction is accomplished by the use of tools mounted on the frame machine beams with holding bars on one side and power bar on the other. Sag is corrected by mounting positive hold-down anchoring devices against ram pressure, and in combination repairs the setup may be made to make this correction at the same time the side-sway is repaired, resulting in a time saving.

Diamond condition of the frame is accomplished by a positive anchoring device to hold one side member of the frame while a ram-powered arm operates on the opposite end of the other side mem-

ber of the frame to pull it back into square.

Truck and trailer suspension systems require considerable attention because of the heavy loads they carry. Leaf springs are utilized in many configurations with the old shackle-type spring giving way to contact pads of one type or another in many cases. Loosened U-bolts and steel fatigue produce most of the repairs in this department.

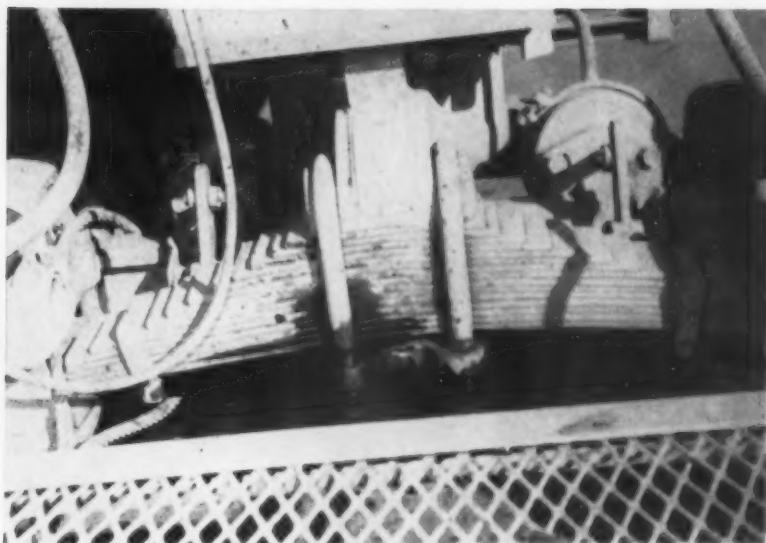
Because of the highly specialized nature of the work, truck chassis shops usually take care of this type work for many fleet and independent truck shops, thereby becoming the mechanics' mechanic for large geographic areas. They thereby gain experience from the problems of many operations. From this experience they assure us that simply

Axle spindles are checked against each other to ascertain the alignment.



Exceptionally well-anchored floor rings and heavy chains are required for heavy straightening jobs.





Trailer transverse spring slipping in its U-bolts brought in this job.

because their patients are jumbo-size, they operate to gnat-whisker tolerances in the alignment operations.

Correcting Door Handles On 1960-61 Valiants

WHEN inside door remote control handles on 1960-61 Valiants become loose, according to a Valiant service bulletin, it is because the groove in the remote control handle shaft is not deep enough for proper engagement of the handle retaining clip.

The condition can be readily corrected as follows:

1.—Remove the loose handle and handle spacer.

2.—With a hacksaw, increase the depth of the groove for the handle retaining clip .040 to .050" (approximately 3/64") in the flat on the shaft, as indicated by dotted line in sketch. It will be noted that

there is a difference between right and left door handle shafts with respect to the position of the flat and groove in the shaft which should be re-worked by increasing the depth of the groove.

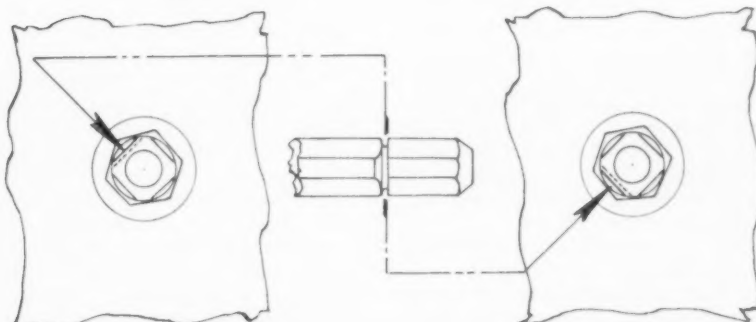
3.—Before re-installing the remote control handle, inspect the retaining clip in the handle for wear or damage which could prevent proper engagement in the groove. Install a new clip, part No. 1602532, if necessary.

4.—Install the remote control handle on the shaft so that the engaging side of the retainer clip snaps into the deeper groove in the shaft. When properly indexed on the shaft, right-hand door handles should point up to approximately the 11 o'clock position, and left-hand door handles should be in approximately the 1 o'clock position.

We Pay Seven Bucks For Time-Saving Ideas

End view — left side handle shaft.

End view — right side handle shaft.



Highway User Taxes Hit Record High

STATE highway user taxes collected in 1960 totaled a record \$5.3 billion and represented an increase of 4.5% over the comparable 1959 figures, according to the National Highway Users Conference.

Federal Highway Administrator Whitton said the 1960 tax gain amounted to only about half of the 8.3% increase of 1959 receipts over those of 1958.

Motor fuel taxes (net adjusted) for 1960 amounted to \$3,396,000,000, compared with \$3,265,000,000 for 1959. Motor vehicle registration fees totaled \$1,513,000,000 last year; in 1959 they were \$1,449,000,000. Other motor vehicle and carrier fees amounted to \$411,000,000 in 1960; in 1959, \$377,000,000.

States reported a total of 64.8 billion gallons of motor fuel consumed last year, with Texas' 3.7 billion gallons consumed second to California's top figure of 5.7 billion gallons, the NHUC said.

Very few states have earmarked revenue from motor vehicle taxes exclusively for upkeep of roads and bridges.

Maryland Dealers Form Services Corporation

FORMATION of the Maryland Automobile Dealers Services, Inc., has been announced by Charles Irish, president of the Automobile Trade Association of Maryland.

Developed to meet the growing needs of dealers, the organization will have as its governing body the same officers and board of directors as the dealer association. All business activities of the association will be conducted through the services corporation.

Purchase of daily registration, group insurance, workmen's compensation insurance, sale of stationery and many other activities will be available through MADS, which will be managed by the association staff.

Hoover Dies in Raleigh, N. C.

William John Hoover, a Buick dealer in Raleigh, N. C., for many years, died there recently following a short illness. A native of Bell Buckle, Tenn., Hoover moved to Raleigh 35 years ago. He was president of the North Carolina Automobile Dealers Association in 1941-42 and previously had been a director and vice president.



Lube man John Prencik believes in checking mufflers and for front-end looseness.

Lube Rack: Funnel for Shop Jobs

THE secret of an ever-increasing volume in service and parts is a competent lubrication man.

The sooner the station dealer recognizes the importance of that key man in his operation—the lubrication man, the more work he will do, the more satisfied his customers, the more repeat and new business will he acquire.

A very substantial portion of our \$450,000 annual gross comes from our lubrication rack because our two lube men are alert to loose and defective parts, conscientious in their inspections of every item, and double-checking when they are all through with lubricating to see if they have overlooked some vital item that may cause performance failure or inconvenience to the customer.

I would say that no less than \$300 a week in customer labor and parts on any average week of the year comes off the lube rack, more than that in peak seasons.

What is a good lubrication man?

Ours has been doing lubrications for some 20 years and does it by preference. At the lubrication rack he keeps a ½-ton handjack and raises each front-end at the A-frame outboard end looking for looseness. By raising the front-end he takes pressure off kingpins and finds loose

By **JAMES D. C. GOULDIN**

Dealer, Gouldin's Esso
Washington, D.C.

ball joints in late-model cars and loose and worn kingpins in older-model cars.

He shakes the idler arms for looseness and tries the shock absorbers.

A good lubrication man is thoroughgoing and very careful in his work. We allow him to take his time. We do not push him to compress a lube job into seven minutes. When he discovers a leak, he asks himself *Why*. There are levels for oils, brake fluids, etc. If they fall below, he wants to know *Why*. Until he finds the reason, he is not satisfied. This search for causes produces jobs for us.

A good lube man checks tire wear. What made these tires wear unevenly? Can the car be out of alignment? Wheels need balancing? Are the upper or lower ball joints worn? Is the idler arm worn? With the same thoroughness he goes over the exhaust system, front-end suspension, transmission and differential.

This is the kind of job his lubrications find:

A customer brought in a Chrysler for a lubrication. When our man not-

ed low brake fluid level, he searched and found a leaking master cylinder and wheel cylinder. Pulling all wheels, he found each one of them leaking. This was a brake job that came to \$80.

Another customer recently brought in a '58 Chevy for a lubrication. With customary thoroughness our lube man raised the front-end and found loose ball joints and greatly worn idler arm. This came to a \$42 job.

Our two lube racks produce approximately 500 lubrications a month, in great contrast to the approximate 100 lubrications a month in '51 when we first took over. Our neighborhood trade depends on our careful and conscientious lubrications. We do have package deals in the spring and fall changeovers but no such enticement as a cut-price lubrication. Signs around the station announce changeover specials.

We believe that a good lubrication man does nothing but lubrications. Paying him a better than average weekly wage of \$78 for a 48-hour week, we regard full-time lubrication as paying off well. We can cite any number of our services and items that have risen in volume due to the faithful reporting from the lube rack what has been observed

(Continued on page 66)

Texas' Bad Boys Emeritus

By **BARON CREAGER**
Southwestern Editor

PEACE has settled upon a large segment of the automotive aftermarket in East Texas, for maturity—which is a more polite term than advancing age—has caught up with the two bad boys of that region.

Wilbert L. Smith is hardly known by that name, but as Beer Smith he has dispensed with all of his extra-curricular monkeyshines and now devotes full time to operation of his highly profitable The Motor Supply in Marshall, Texas. At night when he gets home to that long, rambling house with 17 closets—and Mrs. Smith seldom has more than five minutes' notice as to what late hour he will leave the store—his principal joy aside from family ties is a record player with stereo effects produced by a total of eight speakers.

His chief assistant conspirator in crimes against the dignity of automotive peddlers was Pat Ferchill, who pronounces it Fur-chell, and who continues the profitable operation of his Reliable Motor Supply, 20 miles to the west in Longview. For recreation Pat has now sunk to the milk-toast level and gets his excitement from tracking down and buying antique automobiles.

In that region there was for a period of many years more horseplay per square foot than elsewhere in this land and it was all inspired by either Beer or Pat or both. They were the Bad Boys of East Texas, but the fires that once burned so fiercely have now died down to coals. However, the coals are still warm and let there be none who hopes to catch either Beer or Pat napping. Beer habitually opens his store at 6 a.m. and Pat is generally somewhat earlier to turn the key. He opens up at 5:30, sometimes 5.

This is one of those close friendships of which there are many among competitors in automotive wholesaling. But, although close in a personal and business sense for a span of many years, in their more youthful days neither Beer nor Pat would overlook an opportunity to enmesh the other in the complications of some eerie horseplay.

Horseplay? The word is inadequate to describe what went on. Webster says horseplay is "rude and boisterous play." This was rude all right, and boisterous. For the vic-

tims it was also sometimes grim and frightening.

Beer once delighted in getting an unsuspecting acquaintance into an automobile, boat or airplane. Then he would tromp hard on the gas and guide whichever vehicle was being ridden through maneuvers calculated to turn black hair white. At times when the waters of Caddo Lake were mostly whitecaps, Beer has panicked many a salesman with a boat ride. His favorite device for adding years to a salesman's life

time. Beer decided to invite Pat and everyone from Reliable Motor Supply. So he had a log, about 20' long and two feet thick, hauled into his shop. The invitation was burned into the bark with torches and the log was shipped off to Pat in Longview by cargo truck, charges collect.

That was a relatively mild piece of horseplay. Beer was born and reared in Marshall and, in the latter process, did lots of hunting and fishing. He became an expert snap shot with a pistol—left handed. He generally kept two pistols—a .22 and a .38—in the left-hand drawers of his desk. We don't go into his rea-



Things aren't really as bad as the picture represents. But these two former bad boys of East Texas have slowed down considerably when it comes to horseplay. Beer Smith (left) and Pat Ferchill occupy rocking chairs and join in a toast with milk. But don't bet on what they will do to each other any day.

was to get the man into one of his airplanes, then dive the craft not once but several times under power or telephone lines.

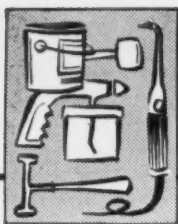
Once Beer was throwing a party at the "Fly 'N Fish," a combination hotel and restaurant he built on Caddo Lake. It was operated in conjunction with the flying field he also built there, and from which he once promoted annual aeronautical events.

Everyone at The Motor Supply was going to the party, along with whatever automotive people from out of town were in Marshall at the

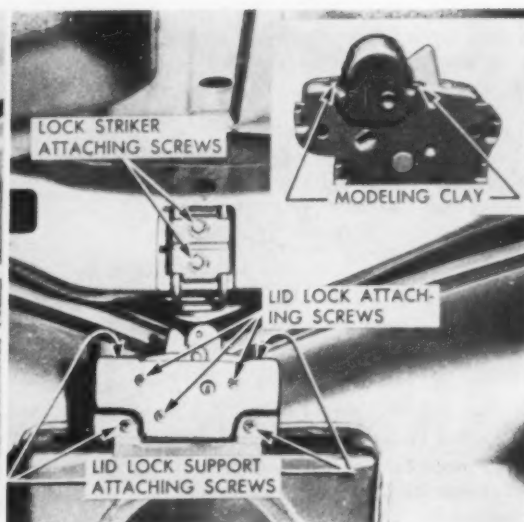
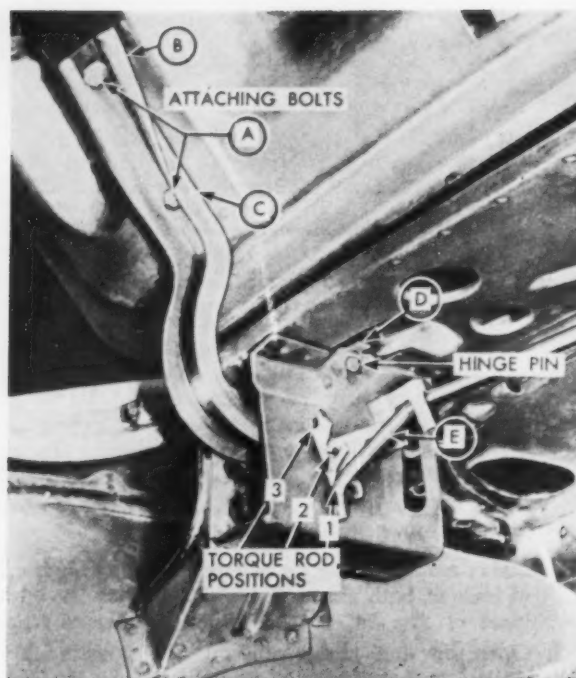
sons, but on at least two occasions he produced either the .22 or the .38 in such a manner that the unwary salesman in his office didn't know what was going on until there were two or more bullet holes in his hat brim and gunsmoke in the room. Beer had a way of pounding on the desk with his right hand and continuing a conversation while he reached for the pistol with his left.

Pat Ferchill, in his prime, was every inch the bad boy Beer was. The only difference was that Pat didn't have as much time in which

(Continued on page 90)



BODY SHOP OPERATIONS



Left: Fig. 1—Rear compartment hinge and torque rod of '61 Chevrolet.

Above: Fig. 2—Rear compartment lid lock and striker of '61 Chevrolet.

Deck Lids and Tailgates

MANY heads have been bumped by a falling deck lid. Back in the older-model days when we had deck lid braces, it wasn't unusual for the latch to slip off and the deck lid would come down with a bang. If a head was in the way, it was in for a good bump.

The advent and use of torsion bars or arms has put a stop to this hazard as they may be adjusted so the deck lid will balance in any position.

Proper operation of the deck lid and tailgate are very important, particularly to salesmen and tourists.

Following are tips on service of these two items on some of the

By E. M. LOWERY
Technical Editor

various makes which use torsion bars.

The '61 Chevrolet rear compartment or deck lid:

Removal and installation:

1.—Open lid and place protective covering along edges of rear compartment opening to prevent damage to painted surface.

2.—Disengage wire harness from clips on hinge and rear compartment lid inner panel and remove wire harness from lid where necessary.

3.—Mark location of hinge straps

on lid inner panel.

4.—With aid of helper remove lid attaching bolts ("A" in Fig. 1) and remove rear compartment lid.

5.—To install rear compartment lid, reverse removal procedure. Align lid with scribe marks before tightening hinge bolts.

Rear compartment lid adjustments:

1.—To adjust compartment lid forward or rearward, or from side to side in body opening, loosen both hinge strap attaching bolts and adjust lid as required; then tighten bolts.

2.—To adjust compartment lid at hinge area up or down, install shims between lid inner panel and hinge

straps as follows:

a. To raise front edge of lid at hinge area, place shim between lid inner panel and forward portion of one or both hinge straps at "C" (Fig. 1).

b. To lower front edge of lid at hinge area, place shim between lid inner panel and rearward portion of one or both hinge straps at "B" (Fig. 1).

3.—To check lid lock bolt engagement with striker, see "rear compartment lid lock striker engagement check."

Rear compartment lid hinge:

Removal:

1.—Place protective covering over body around upper portion of rear compartment opening and provide support for lid on side where hinge is to be removed.

2.—Remove rear compartment side trim foundation at hinge area if necessary. If left hinge is being removed, disengage wire harness from clip on left hinge. Remove hinge torque rod covers.

3.—Mark location of hinge strap on lid inner panel and remove bolts securing hinge strap to lid.

4.—With a suitable tool disengage torque rod from notched retainer on inboard face of opposite hinge box "E" (Fig. 1).

Note: Mark retainer notch before removing torque rod to insure that rod is installed in same position.

5.—Disengage opposite end of torque rod from movable position of hinge strap and remove rod.

6.—Bend up hinge pin retaining tab on inboard face of hinge box "D" (Fig. 1); remove hinge pin and then remove hinge from box.

Installation:

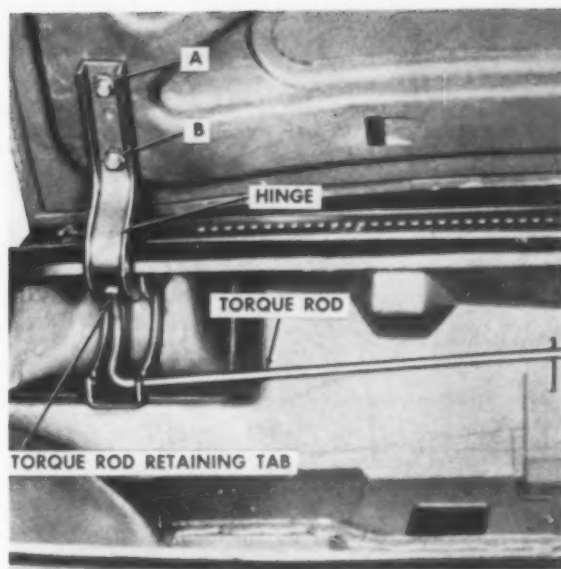
1.—Position hinge in hinge box and install hinge pin. Bend over retaining tab to secure hinge pin.

2.—Position hinge strap within scribe marks on lid inner panel and install attaching bolts.

3.—Install "U"-shaped end of torque rod to hinge box, making certain outer end of rod is engaged in hole in outboard face of hinge box.

4.—Engage torque rod to lower movable portion of hinge and engage other end of rod to correct retaining notch in inboard face of

Fig. 3—Front compartment lid hinge of '61 Corvair.



opposite hinge box.

5.—Check alignment of rear compartment lid and make any necessary adjustments.

6.—Replace wire harness if left hinge was removed.

7.—Replace all previously removed trim.

Rear compartment torque rod adjustment:

The amount of effort required to open and close the rear compartment lid is determined by the position of the torque rods in the notches on the inboard face of the hinge boxes. If the torque rod is located in the lowest or rearward notch (position No. 1), the amount of effort required to open the lid is the greatest and the amount of effort required to close the lid is the least. If the torque rod is located in the top or most forward notch (position No. 3), the amount of effort to open the lid is the least and the amount of effort to close the lid is the greatest. See "E" in Fig. 1.

Note: It is not necessary to adjust the left- and right-hand torque rods at the same time or to the same final position (notch).

Rear compartment lid lock cylinder:

The rear compartment lid lock cylinder is secured to the rear compartment lid by a metal retainer and must be removed before removing the rear compartment lid lock assembly.

Removal and installation:

1.—Open rear compartment, remove lock cylinder retainer and remove lock cylinder assembly (Fig. 2).

2.—To install, reverse removal procedure, making certain lock cylinder gasket seals to the rear compartment lid outer panel; check for proper operation.

Rear compartment lid lock:

The rear compartment lid lock is attached to the rear compartment lid. The striker is attached to a rear end panel support.

Removal and installation:

1.—Open lid, remove lid lock cylinder retainer (Fig. 2) and remove lock cylinder assembly.

2.—Remove lid lock attaching screws (Fig. 2) and remove lock assembly.

3.—To install, reverse removal procedure and check for proper operation of lock and lock cylinder.

Rear compartment lid lock striker:

The rear compartment lid lock striker is attached to the rear end panel striker support by screws.

Removal and installation:

1.—Open rear compartment lid.

2.—Mark location of striker on support.

3.—Remove attaching screws (Fig. 2) and remove striker.

4.—To install, position striker within scribed marks. Install at-

August: Controlling Glasses and Doors

Know how to keep electrically-controlled door and tailgate glasses in operation? If not, you'll want to read explanations by Ed Lowery on this subject next month.



taching screws, check for proper alignment and tighten attaching screws.

Rear compartment lid lock striker:

Engagement check:

Important: Since the rear compartment lock frame acts as a guide when entering the striker, make sure rear compartment lid is properly positioned in body opening before performing striker engagement check. To check for proper engagement of rear compartment lid lock bolt with striker, use the following procedure:

1.—Insert a small quantity of modeling clay on frame of lock at both sides of the lock bolt as shown in inset of Fig. 2. Close lid with moderate force.

2.—Open lid and check amount of engagement of striker with lock frame as indicated by the compression of the clay. The striker bar impressions in the clay should be even on both sides of the lock frame. Where required, loosen striker attaching screws; adjust striker sideways or up or down to obtain proper engagement; then tighten screws.

The '61 Corvair front compartment lid:

Each front compartment lid hinge assembly employs the use of an individual torque rod which acts as a counter-balance and hold open for the lid. Holes are provided in the torque rod retainer for adjustment of the rods.

The front compartment lid lock assembly is a side-action snap-bolt

mechanism equipped with a safety latch and is attached to a support on the front end panel. The end of the lock assembly acts as a guide by entering the striker when the lid is closed.

To open the lid, the key must be turned partially to the right to unlock the lock and then turned further to the right to unlock the safety catch.

A single section cement-on type front compartment weatherstrip is used on all styles.

Removal and installation:

1.—Open front compartment lid. Place protective covering along edges of front compartment opening to prevent damage to painted surfaces.

2.—Scribe location of hinge straps on lid inner panel.

3.—With aid of a helper remove lid attaching bolts "A" and "B" (Fig. 3) from each hinge and remove compartment lid.

4.—To install, align hinges within scribe marks and reverse removal procedure.

Adjustments:

1.—To adjust front compartment lid forward or rearward or from side to side in body opening, loosen hinge strap-to-lid attaching bolts at each hinge and adjust lid as required; then tighten bolts.

2.—To adjust lid at one or both hinge attaching areas up or down, install shims between hinge strap and front compartment lid inner panel as follows:

a. To raise rear edge of lid at hinge area, place shim between hinge strap and lid inner panel at rear attaching bolt location indicated by "B" (Fig. 3).

b. To lower rear edge of lid at hinge area, place shim between hinge strap and lid inner panel at front attaching bolt location indicated by "A" (Fig. 3).

3.—Check front compartment lid lock engagement with striker.

Front compartment lid torque rods:

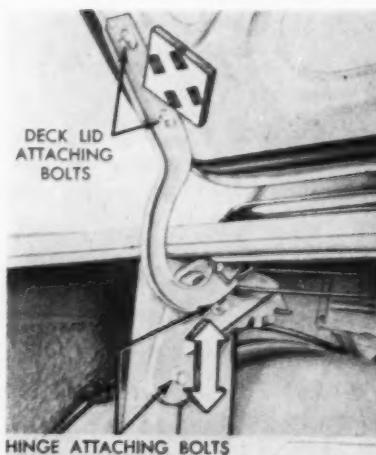
Removal:

1.—Open front compartment lid.

2.—Prop lid in extreme up position.

3.—Place end of large screwdriver or other suitable tool at base of torque rod retainer immediately behind tabs. Insert block of wood, the approximate width of retainer opening, between shaft of screwdriver and ends of both torque rods immediately below torque rod attaching pin; then carefully pry block

Left: Fig. 4—Deck lid adjustments on the 1961 Falcon. Right: Fig. 5—Deck lid torsion bar replacement on the Falcon.



rearward to take tension of torque rods off pin and remove pin.

Note: Mark pin retaining hole prior to removal of pin to insure rods are installed in same position.

Caution: Exercise care when releasing tension from rods after removal of pin as torque rods may be under considerable tension.

4.—Disengage each torque rod from movable portion of affected hinge and remove rods.

Installation:

1.—Position appropriate torque rod behind retaining tab on movable portion of affected hinge, as shown in Fig. 3, and engage rod in notches in lower portion of hinge assembly and in torque rod retainer.

2.—Tension torque rods as outlined in step 3 of the removal procedure and install pin in previously marked hole in torque rod retainer.

Note: Rotate pin after installation to insure pin is locked in hole.

3.—Lubricate torque rod bearing points.

Adjustments:

The amount of effort required to open and close the front compartment lid is determined by the position of the retaining pin in the torque rod retainer. If the retaining pin is located in the hole farthest rearward, the amount of effort required to open the lid is the least and the amount of effort required to close the lid is the greatest. If the retaining pin is located in the hole farthest forward, the amount of effort required to open the lid is the greatest and the amount of ef-

fort required to close the lid is the least.

The '61 Ford Falcon deck lid:

Adjustment:

Deck lid adjustments are shown in Fig. 4. After the deck lid has been fitted for exterior appearance, check the weatherstrip fit at the flange to prevent dust and water leaks.

To make this check, chalk the flange all the way around, and close the deck lid. Open the deck lid and check for a chalk mark all the way around the weatherstrip. Carefully bend the flange at any point where the chalk misses.

After adjustment of the deck lid, check the operation of the latch, adjusting it if necessary.

Deck lid torsion bar replacement:

Once the anchor end of a torsion bar is disengaged, the bar may be

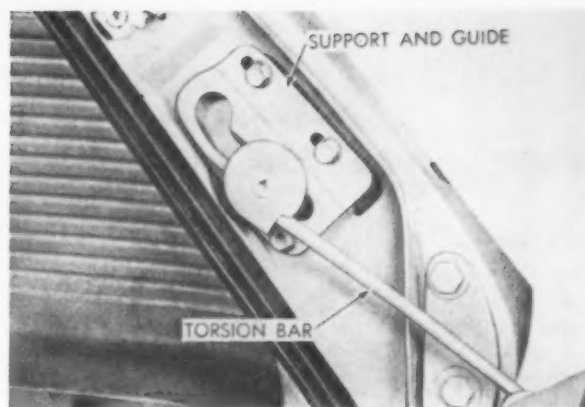


Fig. 6—Removing or installing torsion bar, support and guide on the Valiant and Lancer.

readily removed. To disengage the bar, prop the deck lid and then use a pair of vise-grips or channel locks on that part of the bar which is on the outboard side of the hinge. Twist the upper part of the bar forward until the anchor end can be disengaged from the adjustment slot (Fig. 5).

When the bar is installed, apply Lubriplate and adjust tension as necessary; the slot farthest forward provides the least tension.

The '61 Valiant and Lancer tailgate:

The tailgate of the Valiant and Lancer Suburban is hinged at the lower corners and is balanced by a single torsion bar. The torsion bar is adjustable for tension and also acts as a tailgate stop. The tailgate window is operated electrically on the three-seat model and is optional on the other model. The tailgate is held closed by two rotary locks located in the outside edges of the tailgate door. The locks engage two stage strikers fastened to the pillar posts. The locks are released by a pull-type handle located on the inside of the tailgate door.

Removal:

1.—On electrically-operated tailgate window, remove inside trim panel and disconnect wiring.

2.—Place padded jacks or stands under fully opened door.

3.—Scribe location of torsion bar support and guide.

4.—Using torsion bar, holding tool C-3449, remove the tailgate support and guide attaching bolts from the right pillar post, as shown in Fig. 6.

5.—Remove the left tailgate support arm from the left pillar post.

6.—Remove both hinge attaching bolts from pillar posts.

7.—Remove tailgate from body.

Installation:

1.—Place tailgate on padded jacks
(Continued on page 97)

"I'm his tool retriever."



SOUTHERN AUTOMOTIVE JOURNAL

1961 PASSENGER-CAR SPECIFICATIONS

(Souped-Up Specs on Standard Models Are Not Listed)

MAKE AND MODEL	Std. Wheelbase	TREAD		No. Cylinders and Valve Arrangement	Bore and Stroke	ENGINE			Piston Displacement (Cu. In.)	Standard Compression Ratio	FLUID CAPACITIES				WHEEL ALIGNMENT		
		Front	Rear			Taxable H. P.	Max. Rated H. P. at R. P. M.	Max. Torque at R. P. M.			Crankcase Cap. (Qtz.)	Transmission (Au.) (Pnt.)	Fuel Tank (Gals.)	Cooling System (No Heater) (Qtz.)	Caster (Degrees)	Camber (Degrees)	Toe-In (In.)
BUICK Special	112	56	56	V8I	3.50x2.80	39.2	155@4600	220@2400	215	8.8-1	4	12	16	12	— $\frac{1}{2}$	0 to $\frac{1}{4}$	$\frac{1}{8}$ to $\frac{1}{4}$
BUICK Le Sabre	123	62	61	V8I	4.125x4.3	54.45	250@4400	384@2400	364	10.25-1	4	24	20	17	— $\frac{1}{2}$	$\frac{1}{8}$ to $\frac{1}{4}$	$\frac{1}{8}$ to $\frac{1}{4}$
BUICK Invicta	123	62	61	V8I	4.1875x3.64	56.11	325@4400	445@2400	401	10.25-1	4	24	20	17	— $\frac{1}{2}$	$\frac{1}{8}$ to $\frac{1}{4}$	$\frac{1}{8}$ to $\frac{1}{4}$
BUICK Electra	126	62	61	V8I	4.1875x3.64	56.11	325@4400	445@2400	401	10.25-1	4	24	20	17	— $\frac{1}{2}$	$\frac{1}{8}$ to $\frac{1}{4}$	$\frac{1}{8}$ to $\frac{1}{4}$
CADILLAC 62 Sedan, 62 Coupe, 62 Coupe de Ville, 62 Sedan de Ville, 60 Fleetwood, 62 Eldorado and Biarritz	129.5	61	61	V8I	4x3.875	51.2	325@4800	430@3100	390	10.5-1	5	18	21	18 $\frac{1}{2}$	— $\frac{1}{2}$ to —1 $\frac{1}{2}$	F	$\frac{1}{8}$ to $\frac{1}{4}$
CADILLAC Fleetwood 75	149.8	61	61	V8I	4x3.875	51.2	325@4800	430@3100	390	10.5-1	5	18	21	18 $\frac{1}{2}$	— $\frac{1}{2}$ to —1 $\frac{1}{2}$	F	$\frac{1}{8}$ to $\frac{1}{4}$
CHEVROLET 8	119	60.3	59.3	6I	3.56x3.94	30.4	135@4000	217@2000	235.5	8.25-1	5	9	20	17	0 to $\pm\frac{1}{2}$	+30' to $\pm 30'$	$\frac{1}{8}$ to $\frac{1}{4}$
CHEVROLET 8 (283 cu. in.)	119	60.3	59.3	V8I	3.875x3	48	170@4200	275@2200	283	8.5-1	4	9	20	17 $\frac{1}{2}$	0 to $\pm\frac{1}{2}$	+30' to $\pm 30'$	$\frac{1}{8}$ to $\frac{1}{4}$
CHEVROLET 8 (348 cu. in.)	119	60.3	59.3	V8I	4.125x3.25	54.5	250@4400	355@2800	348	9.5-1	4	19	20	21	0 to $\pm\frac{1}{2}$	+30' to $\pm 30'$	$\frac{1}{8}$ to $\frac{1}{4}$
CHEVROLET Corvair	108	54	54	6A	3.4375x2.6	28.4			145	8-1	4	6	14	3 $\pm\frac{1}{2}$	$\frac{1}{2}$ to $\pm\frac{1}{2}$	$\frac{1}{8}$ to $\frac{1}{4}$	
CHEVROLET Corvette	102	57	59	V8I	3.875x3	48	230@4800	300@3000	283	9.5-1	5	9	16.4	15 $\frac{1}{2}$	2 $\pm 30'$	0 to 30'	0
CHRYSLER Newport	122	61	59.7	V8I	4.12x3.38	54.3	265@4400	380@2400	361	9-1	5	22	23	16	C	B	$\frac{1}{8}$
CHRYSLER Windsor	122	61	59.7	V8I	4.25x3.38	57.8	305@4600	410@2400	383	10-1	5	22	23	16	C	B	$\frac{1}{8}$
CHRYSLER New Yorker	129	61.2	60	V8I	4.18x3.75	55.9	350@4600	470@2800	413	10-1	5	22	23	16	C	B	$\frac{1}{8}$
CHRYSLER Imperial	129	61.8	62.2	V8I	4.18x3.75	55.9	350@4600	470@2800	413	10-1	5	22	23	16	C	B	$\frac{1}{8}$
COMET (144.3 cu. in.)	114	55	54.5	6I	3.5x2.5	29.4	85@4200	134@2000	144.3	8.7-1	3 $\frac{1}{2}$	15	14	8.7	1 $\frac{1}{2}$ to $\frac{1}{2}$	0 to $\frac{1}{2}$ to $\frac{1}{2}$	$\frac{1}{8}$ to $\frac{1}{4}$
COMET (170 cu. in.)	114	55	54.5	6I	3.5x2.94	29.4	101@4400	156@2400	170	8.7-1	3.5	15	14	8.7	1 $\frac{1}{2}$ to $\frac{1}{2}$	0 to $\frac{1}{2}$ to $\frac{1}{2}$	$\frac{1}{8}$ to $\frac{1}{4}$
DE SOTO	122	61	59.7	V8I	4.12x3.38	54.3	265@4400	380@2400	361	9-1	5	22	20	16	C	B	$\frac{1}{8}$
DODGE Lancer	106.5	56	55.5	6I	3.4x3.125	27.7	101@4400	155@2400	170	8.2-1	4	15	13	11	C	B	$\frac{1}{8}$
DODGE Dart 6	118	61.5	60.1	6I	3.4x4.125	27.7	145@4000	215@2000	225	8.2-1	4	15	20	13	C	B	$\frac{1}{8}$
DODGE Dart 8	118	61.5	60.2	V8I	3.91x3.31	48.9	230@4400	340@2400	318	9-1	5	20	20	13	C	B	$\frac{1}{8}$
DODGE Polara	122	61.5	60.2	V8I	4.12x3.38	54.3	265@4400	380@2400	361	9-1	5	19	20	16	C	B	$\frac{1}{8}$
FORD Fairlane 6	119	61	60	6I	3.62x3.6	31.54	135@4000	200@2000	223	8.4-1	4	20	20	15	$\pm\frac{1}{2}$	$\frac{1}{4}$ to 1	$\frac{1}{8}$ to $\frac{1}{4}$
FORD Fairlane 500 8 and Galaxie (292 cu. in.)	119	61	60	V8I	3.75x3.3	45	175@4200	279@2200	292	8.8-1	5	20	20	19	$\pm\frac{1}{2}$	$\frac{1}{4}$ to 1	$\frac{1}{8}$ to $\frac{1}{4}$
FORD Fairlane 500 8 and Galaxie (352 cu. in.)	119	61	60	V8I	4x3.5	51.2	220@4400	336@2400	352	8.9-1	5	20	20	19.5	$\pm\frac{1}{2}$	$\frac{1}{4}$ to 1	$\frac{1}{8}$ to $\frac{1}{4}$
FORD Fairlane 500 8 and Galaxie (390 cu. in.)	119	61	60	V8I	4.05x3.78	52.49	300@4600	428@2800	390	9.6-1	5	20	20	19.5	$\pm\frac{1}{2}$	$\frac{1}{4}$ to 1	$\frac{1}{8}$ to $\frac{1}{4}$
FORD Falcon (170 cu. in.)	109.5	55	54.5	6I	3.5x2.94	29.4	101@4400	156@2400	170	8.7-1	4 $\frac{1}{2}$	12 $\frac{1}{2}$	14	8.7	$\pm\frac{1}{2}$	$\frac{1}{4}$ to $\frac{1}{2}$	$\frac{1}{8}$ to $\frac{1}{4}$
FORD Thunderbird	113	61	60	V8I	4.05x3.78	52.49	300@4600	427@2800	390	9.6-1	5	20	20	19.5	— $\frac{1}{4}$ to —1 $\frac{1}{4}$	0 to +1	$\frac{1}{8}$ to $\frac{1}{4}$
FORD Falcon (144.3 cu. in.)	109.5	55	54.5	6I	3.5x2.5	29.4	85@4200	138@2000	144.3	8.7-1	4 $\frac{1}{2}$	3 $\frac{1}{2}$	14	8.7	— $\frac{1}{4}$ to —1 $\frac{1}{4}$	0 to +1	$\frac{1}{8}$ to $\frac{1}{4}$
LINCOLN Continental	123	62.1	61	V8I	4.3x4.7	59.17	300@4100	465@2000	430	10-1	5	23	21	22	0 to —90'	0 to 45'	.063 to .188
MERCURY Meteor 800	120	61	60	6I	3.62x3.6	31.54	135@4000	200@2000	223	8.4-1	4	19	20	15	$\pm\frac{1}{2}$	+ $\frac{1}{4}$ to +1	$\frac{1}{8}$ to $\frac{1}{4}$
MERCURY Meteor 800 and Monterey (292 cu. in.)	120	61	60	V8I	3.75x3.3	45	175@4200	279@2200	292	8.8-1	5	20	20	19	$\pm\frac{1}{2}$	+ $\frac{1}{4}$ to +1	$\frac{1}{8}$ to $\frac{1}{4}$
MERCURY Meteor 800 and Monterey (352 cu. in.)	120	61	60	V8I	4x3.5	51.2	220@4400	336@2400	352	8.9-1	5	20	20	19.5	$\pm\frac{1}{2}$	+ $\frac{1}{4}$ to +1	$\frac{1}{8}$ to $\frac{1}{4}$
MERCURY Meteor 800 and Monterey (390 cu. in.)	120	61	60	V8I	4.05x3.78	52.5	300@4600	427@2800	390	9.6-1	5	20	20	19.5	$\pm\frac{1}{2}$	+ $\frac{1}{4}$ to +1	$\frac{1}{8}$ to $\frac{1}{4}$
OLDSMOBILE F88	112	56	56	V8I	3.5x2.8	39.2	155@4800	210@3200	215	8.75-1	4	12	16	11	— $\frac{1}{2}$ to —1 $\frac{1}{2}$	0 to + $\frac{3}{4}$	$\frac{1}{8}$
OLDSMOBILE 88	123	61	61	V8I	4.125x3.687	54	250@4200	405@2400	394	8.75-1	4	11	20	19 $\frac{1}{2}$	0 to —1	— $\frac{1}{4}$ to + $\frac{3}{4}$	0 to $\frac{1}{4}$
OLDSMOBILE Super 88	123	61	61	V8I	4.125x3.687	54	325@4600	435@2800	394	10-1	4	11	20	19 $\frac{1}{2}$	0 to —1	— $\frac{1}{4}$ to + $\frac{3}{4}$	0 to $\frac{1}{4}$
OLDSMOBILE 98	126	61	61	V8I	4.125x3.687	54	325@4600	435@2800	394	10-1	4	11	20	19 $\frac{1}{2}$	0 to —1	— $\frac{1}{4}$ to + $\frac{3}{4}$	0 to $\frac{1}{4}$
PLYMOUTH 6 Savoy, Belvedere and Fury	118	60.9	59.6	6I	3.4x4.125	27.7	145@4000	215@2000	225	8.2-1	4	15	20	13	C	B	$\frac{1}{8}$
PLYMOUTH 8 Savoy, Belvedere and Fury	118	60.9	59.6	V8I	3.91x3.31	48.9	230@4400	340@2400	318	9-1	5	20	20	20	C	B	$\frac{1}{8}$
PLYMOUTH Super Fury 8	118	60.9	59.6	V8I	3.91x3.31	48.9	260@4400	345@2800	318	9-1	5	19	20	20	C	B	$\frac{1}{8}$
PLYMOUTH Valiant	106.5	56	55.5	6I	3.4x3.125	27.7	101@4400	155@2400	170	8.2-1	4	15	13	11	C	B	$\frac{1}{8}$
PONTIAC Catalina and Ventura	119	62.5	62.5	V8I	4.06x3.75	52.8	215@3600	390@2000	389	8.6-1	4	12	25	18 $\frac{1}{2}$	—1 $\frac{1}{4}$ to $\frac{1}{2}$	+ $\frac{1}{4}$ to $\frac{1}{2}$	0 to $\frac{1}{4}$
PONTIAC Star Chief and Bonneville	123	62.5	62.5	V8I	4.06x3.75	52.8	235@3600	402@2000	389	8.6-1	4	18	25	18 $\frac{1}{2}$	—1 $\frac{1}{4}$ to $\frac{1}{2}$	+ $\frac{1}{4}$ to $\frac{1}{2}$	0 to $\frac{1}{4}$
PONTIAC Tempest 4	112	56.8	56.8	4I	4.6x3.75	26.4	100@3800	190@2000	194.5	8.6-1	4	4	15.5	11.6	—1.40' to $\pm\frac{1}{2}$	+0.8' to $\pm\frac{1}{2}$	0 to $\frac{1}{4}$
PONTIAC Tempest 8	112	56.8	56.8	V8I	3.5x2.8	39.2	155@4600	220@2400	215	8.8-1	4	4	15.5	11.6	—1.40' to $\pm\frac{1}{2}$	+0.8' to $\pm\frac{1}{2}$	0 to $\frac{1}{4}$
RAMBLER American—De Luxe and Super	100	54.62	55	6L	3.125x4.25	23.44	90@3800	160@1600	195.6	8-1	4	20	20	11	D	0 Prf.	$\frac{1}{8}$ to $\frac{1}{4}$
RAMBLER American Custom	100	54.62	55	6I	3.125x4.25	23.44	125@4200	180@1600	195.6	8.7-1	4	20	20	10	D	0 Prf.	$\frac{1}{8}$ to $\frac{1}{4}$
RAMBLER 8	108	57.75	58	6I	3.125x4.25	23.44	127@4200	180@1600	195.6	8.7-1	4	20	20	9 $\frac{1}{2}$	E	0 Prf.	$\frac{1}{8}$ to $\frac{1}{4}$
RAMBLER 8	108	58.75	59.12	V8I	3.5x3.25	39.2	200@4900	245@2500	250	8.7-1	4	20	20	19	E	0 Prf.	$\frac{1}{8}$ to $\frac{1}{4}$
RAMBLER Ambassador	117	57.75	59.12	V8I	4x3.25	51.2	250@4700	340@2600	327	8.7-1	4	22	20	18	E	0 Prf.	$\frac{1}{8}$ to $\frac{1}{4}$
STUDEBAKER Lark 8	108.5	57.37	56.56	6I	3x4	21.6	112@4500	154@2000	169.6	8.5-1	5	18	18	11	$\pm\frac{1}{4}$ 0 Prf.	0 to +1	$\frac{1}{8}$ to $\frac{1}{4}$
STUDEBAKER Lark 8	108.5	57.37	56.56	V8I	3.56x3.25	40.6	180@4500	260@2800	259.2	8.8-1	5	18	18	17	$\pm\frac{1}{4}$ 0 Prf.	0 to +1	$\frac{1}{8}$ to $\frac{1}{4}$
STUDEBAKER Hawk Coupe	120.5	57.37	56.56	V8I	3.56x3.62	40.6	210@4500	300@2800	289	8.8-1	5	18	18	17	—1 $\frac{1}{2}$ to —3	0 to + $\frac{1}{2}$	$\frac{1}{8}$ to $\frac{1}{4}$

ABBREVIATIONS

A—Horizontally opposed.
B—Left + $\frac{1}{2}$, right + $\frac{1}{4}$.
C—Power steering + $\frac{1}{4}$ to $\frac{1}{2}$.
Manual $\pm\frac{1}{2}$.

D—Manual steering + $\frac{1}{4}$ Prf.
Power steering +2 Prf.
E—Manual steering + $\frac{1}{4}$ Prf.
Power steering +1 Prf.
F—Left + $\frac{1}{4}$ to $\frac{1}{8}$, right + $\frac{1}{4}$ to $\pm\frac{1}{4}$.

I—Valve-in-head.
L—L-head.
Prf.—Preferred.

**“...like running your own finance company
with the guidance of real professionals”**

says **TOM ASHBROOK**, Dodge dealer,
South Gate, California

“The flexibility of the Commercial Credit Plan makes it like running your own finance company with the guidance of real professionals. In 10 years together, I have found Commercial Credit will stretch to help us close a deal—gives us fast service in credit passing—and has very good collection procedures to keep our customers happy and repossessions low. We use one man who specializes in financing to close time sales. And we pay bonuses both to this t.o. (turnover) man and the original salesman on the contract and the insurance.”

***Commercial Credit
serves successful dealers***

For complete information on how our service can help promote your success, call or write the Commercial Credit Corporation office nearest you.



1961 PASSENGER-CAR SPECIFICATIONS

(Souped-Up Specs on Standard Models Are Not Listed)

MAKE AND MODEL	ELECTRICAL TUNE-UP								Bat.	FUEL SYSTEM		VALVES		
	Breaker Gap (.0)	Cam Angle (Degree)	Contact Arm Spring Tension (Ozs.)	Ignition Timing (Degree)	Timing Mark Location	Spark Plug Gap (.0)	Spark Advance (Max. Centrif. (Degree))	Spark Advance Max. Vac. (Degree)		Cap. & Ter. Grd.	Carb. Mfr.	Fuel Pressure (Lbs.)	Tappet Clearance Intake (.0)	Tappet Clearance Exhaust (.0)
BUICK Special	13-19	30±1	19-23	7.5@1050rpm	VD	30-35	17@2100	17.5@16°	40N	RP	4½-5½	Au	Au	29bte
BUICK Le Sabre	13-19	30±1	19-23	12@400	VD	30-35	22@3800	17.5@18°	70N	R-P-St	5-6½	Au	Au	31bte
BUICK Invicta and Electra	13-19	30±1	19-23	12@400	VD	30-35	22@3800	17.5@18°	70N	R-P-Ca	5-6½	Au	Au	33bte
CADILLAC (All Models)	16	28-32	19-23	5@480	VD	35	9@2000	12@20°	70N	R-P-Ca	5½-6½	Au	Au	39bte
CHEVROLET 6	19	28-35	19-23	5bte	FW	33-38	10@1400	22@15.5°	53N	RP	3½-4½	Au	Au	16bte
CHEVROLET V-8 (283 cu. in.)	19	26-33	19-23	4bte	VD	33-38	28@3750	15@15.5°	53N	R-P-Ca	5½-6½	Au	Au	18bte
CHEVROLET V-8 (348 cu. in.)	19	26-33	19-23	8bte	VD	33-38	24@4600	15@15.5°	61N	R-P-Ca	5½-6½	Au	Au	18½bte
CHEVROLET Corvair	19	32-34	19-23	4bte	CsP	35	32@3600a	23@15.2b	35N	R-P	5½-6½	Au	Au	43bte
CHEVROLET Corvette	19	26-33	19-23	4bte	VD	33-38	28@3700	15@15.5°	53N	Ca	5½-6½	Au	Au	12½bte
CHRYSLER Newport	14-19	27-32	17-21.5	10bte	VD	35	24@4100	22@15°	60N	St	4-5	Au	Au	15bte
CHRYSLER Windsor	14-19	27-32	17-21.5	10bte	VD	35	24@4100	22@15°	60N	Ca	4-5	Au	Au	15bte
CHRYSLER New Yorker and Imperial	14-19	27-32	17-21.5	10bte	VD	35	21@4600	22@15°	70N	Ca	4-5	Au	Au	15bte
COMET (144.3 cu. in.)	24-26	35-38	17-20	C	CsP	32-36	F	28@5.35°	40N	Ho	4-5	16	16	15bte
COMET (170 cu. in.)	24-26	35-38	17-20	10@500	CsP	32-36	F	19.8@3°	40N	Ho	4-5	16	16	15bte
DE SOTO	14-19	27-32	17-21.5	10bte	CsP	35	24@4100	26@16°	60N	St	4-5	Au	Au	13bte
DODGE Lancer	17-23	40-45	17-21.5	2.5bte	CsP	35	27@3850	25@14.5°	50N	Ca	4-5	10	20	8bte
DODGE Dart 6	17-23	40-45	17-21.5	2.5bte	CsP	35	25@4400	20.6@12°	50N	Ca	4-5	10	20	8bte
DODGE Dart 8	14-19	27-32	17-21.5	5bte	CsP	35	25@4600x	30@17°	50N	St	4-5	10	18	17bte
DODGE Polara	14-19	27-32	17-21.5	10bte	CsP	35	24@4100	26@16°	60N	St	4-5	Au	Au	15bte
FORD Fairlane 6	24-28	35-38	17-20	10@500	VD	32-36	F	26@8.3°h	55N	Ho	4-5	19	19	23bte
FORD Fairlane 500 8 and Galaxie (292 cu. in.)	14-16	26-28½	17-20	10@500	VD	32-36	23@4000	25@19°h	55N	Ford	4½-5½	18	18	12bte
FORD Fairlane 500 8 and Galaxie (352 cu. in.)	14-16	26-28½	17-20	6@500	VD	32-36	23@4000	25@16°h	65N	Ford	4½-5½	Au	Au	22bte
FORD Fairlane 500 8 and Galaxie (390 cu. in.)	14-16	26-28½	17-20	6@500	VD	32-36	23@4000	15@17°h	65N	Ford	4½-5½	Au	Au	26bte
FORD Falcon (144.3 cu. in.)	24-26	35-38	17-20	C	CsP	32-36	F	28@5.35°h	40N	Ho	4-5	16	16	15bte
FORD Falcon (170 cu. in.)	24-26	35-38	17-20	4bte	CsP	32-36	0@0°	24½@3°h	40N	Ho	4-5	16	16	15bte
FORD Thunderbird	14-16	26-28½	17-20	6@500	VD	32-36	23@4000	15@17°	65N	Ford	4½-5½	Au	Au	26bte
LINCOLN Continental	15	26-28½	17-20	6bte	VD	34	30@4000	22@18°	80N	Ca	5-6	Au	Au	22bte
MERCURY Meteor 600	24-28	35-38	17-20	10@500	VD	32-36	F	26@8.3°	55N	Ho	4-5	19	19	23bte
MERCURY Meteor 500 and Monterey (292 cu. in.)	14-16	26-28½	17-20	10@500	VD	32-36	23@4000	25@19°	55N	Ford	4½-5½	18	18	12bte
MERCURY (352 cu. in.)	14-16	26-28½	17-20	6@500	VD	32-36	26@4000	25@16°	65N	Ford	4½-5½	Au	Au	22bte
MERCURY (390 cu. in.)	14-16	26-28½	17-20	6@500	VD	32-36	23@4000	15@17°	65N	Ford	4½-5½	Au	Au	26bte
OLDSMOBILE F85	13-18	28-32	19-23	5bte	CsP	40	26@4200	25@16°	40N	RP	4-5½	Au	Au	22bte
OLDSMOBILE Dynamic 88	16	28-32	19-23	5bte	VD	30	26@4400	23½@21°	60N	RP	5-6	Au	Au	14bte
OLDSMOBILE Super 88 and 98	16	28-32	19-23	5bte	VD	30	26@4400	23½@21°	70N	RP	5-6	Au	Au	11bte
PLYMOUTH 6 Savoy, Belvedere and Fury	17-23	40-45	17-21.5	25bte	CsP	35	25@4400	20.6@12°	50N	Ca	4-5	10	20	8bte
PLYMOUTH 8 Savoy, Belvedere and Fury	14-19	27-32	17-21.5	5bte	CsP	35	20@4600	30@17°	50N	Ca-St	4-5	10	18	17bte
PLYMOUTH Super Fury	14-19	27-32	17-21.5	10bte	CsP	35	19@4400	23@13.2°	50N	Ca	4-5	10	18	13bte
PLYMOUTH Valiant	17-23	40-45	17-21.5	2.5bte	CsP	35	26@3850	25@14.5°	50N	Ca	4-5	10	20	8bte
PONTIAC Catalina and Ventura	16	30±2	19-23	6bte	CsP	33-38	22@3600	20@15°	K	RP	5¼-6½	Au	Au	14bte
PONTIAC Star Chief and Bonneville	16	30±2	19-23	6bte	CsP	33-38	20@2850	20@17°	K	RP	5¼-6½	Au	Au	14bte
PONTIAC Tempest 4	13-19	73-77	19-23	6bte	CsP	33-38	22@3750	20@15°	42N	RP	4-5¼	Au	Au	14bte/29bte
PONTIAC Tempest 8	13-19	28-32	19-23	5bte	VD	30-34	28@3700	16@15.7°	42N	RP	4-5¼	Au	Au	29bte
RAMBLER American De Luxe and Super	17-22	37-41	17-22	3bte	VD	33-37	14@4000	11@11°	40N	Ca	4-5¼	16	18	10bte
RAMBLER American Custom	16	28-35	19-23	8bte	VD	33-37	22@4000	22@16.5°	45N	Ho	4-5½	12	16	12½bte
RAMBLER 6 De Luxe and Super	16	28-35	19-23	8bte	VD	33-37	22@4200	22@16.5°	45N	Ca-Ho	4-5½	12	16	12½bte
RAMBLER 8 De Luxe, Super and Custom	14-19	28-32	17-22	tdcg	VD	33-37	36@3800	20@15°	50N	Ho	4-5¼	12	14	12½bte
RAMBLER Ambassador	14-19	28-32	17-22	tdcg	VD	33-37	36@3800	20@15°	60N	Ca	4-5½	Au	Au	12½bte
STUDEBAKER Lark 8	17-22	37-41	17-22	2bte	VD	33-38	26@1800	16@13°	50N	Ca	3½-5¼	J	L	15bte
STUDEBAKER Lark 8 and Hawk Coupe	16	28-32	19-23	4bte	VD	33-38	26@2200	18@13°	50N	St	3½-5¼	J	L	11bte

ABBREVIATIONS

a—Powerglide 20@3600.
Super Turbo 24@4800.
Au—Automatic transmission.
Aut—Automatic.
Super Turbo 23@15.2°.
b—Powerglide 23@16.2°.
bte—Before top center.
C—2°bdc manual, 6°bdc automatic.
c—Super Turbo air 54bte.

Ca—Carter.
CsP—Crankshaft pulley.
d—Manual trans. 5bte.
Auto. trans. 10bte.
e—Manual trans. 5bte.
Auto. trans. 10bte.
F—Non centrifugal.
f—Auto. trans. 30°.
FW—Flywheel.
g—Auto. trans. 5bte.

h—Automatic transmission.
Ho—Holley.
J—23-25.
K—50 or 60N.
L—25-27.
N—Negative.
RP—Rochester Products.
St—Stromberg.
VD—Vibration damper.
x—Auto. trans. 20@4600.

Chevrolet makes another move to keep present owners happy!



Now—Chevrolet Service Consultants Help Dealers Serve Customers Better!

As Chevrolet dealers know, keeping a customer happy with his present Chevrolet is the best way to keep him coming back. That's why Chevrolet looks constantly for new ways to make Chevrolet owners the best cared for owner-family of all.

The Chevrolet Owner Relations Program, first and only one of its kind in the industry, was founded on the principle that the customer comes first. And now Chevrolet scores another first—the establishment of a new staff of service consultants to work in the field with Chevrolet dealers for an even greater degree of customer satisfaction. Under the new Professional Development Program, a series of three-week courses

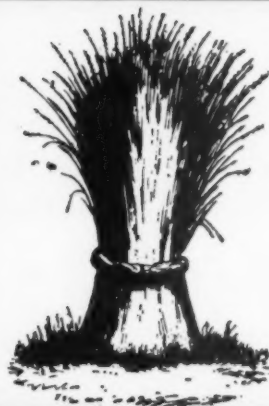
is being held in Detroit for the professional training of these consultants in the fundamentals of operating an efficient and modern dealership service facility. This is just one more example of the forward-looking steps being taken by Chevrolet to help dealers serve owners better. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.





**WRITE
A JINGLE**

**WIN A \$100 FREE
MERCHANDISE CERTIFICATE**



**IT'S EASY
IT'S FUN**

**AND YOU CAN REAP A
GOLDEN HARVEST OF
BIG-MONEY MERCHAN-
DISE CERTIFICATES!**



Members of the Anderson unit of the Independent Garage Owners of South Carolina shown here are (l. to r.): Hal P. Porter of Anderson Auto Parts, allied member; Adger Shaw, Jr., C. C. Smith, Malcolm McLees, state director; Fred C. Smith, president; David Pruitt, board member; Jack McLees, secretary-treasurer; Shirley Huitt, vice president; Earl Stamps, Haskell Moon, Hugh McLees, Charlie Riddle, Lee Moon, Robert Bowlan and Joe Long, who is assistant secretary-treasurer. The photographer was Howard Hancock.



Add-On Unit FREE with 18 Lev-R-Vents

This sturdy Add-On Unit comes *FREE* through July, August, September only with 18 popular, fast-moving Lev-R-Vent Safety Type Radiator Pressure Caps at regular prices! Add-On Unit hangs on the bottom of your Stant MU-600 Wall Merchandiser. Puts *all* of your Stant Caps in one compact location . . . easy to check and keep your cap stock complete. Get ready for fall servicing now! Order needed caps with this Summer Special.

STANT MANUFACTURING CO., INC.
Connersville, Indiana

The cars of Winner A. J. Foyt and of all 33 entrants of the 1961 500 Mile Speedway Classic were equipped with stock Stant Pressure Caps

Lev-R-Vent
Safety Cap



Lube Rack: Shop Funnel

(Continued from page 54)

and recommended.

Brought to the attention of the customer by either our mechanic or myself, the defective condition first spotted by the lube man is given a green light by customers in nine cases out of ten.

I can only stress again that the lubrication man who does nothing but lubrications, knows what to look for, is given the time for attentiveness without being hurried and has trained himself to ask why in any unusual condition is the man who can expand your over-all sales volume.

Gulf Coast Names Vonderhaar

Karl J. Vonderhaar of Vonderhaar Motors, Gulfport, Miss., has been elected president of the New Car Dealers of the Gulf Coast. Bob Prejean of Oustalet Motors, Inc., is the new secretary-treasurer.

Bagby Dies in Maryville, Mo.

Elmer C. Bagby, Buick dealer of Maryville, Mo., died last month. He was president of the Missouri Automobile Dealers Association during 1947-48.



**Check up
before you
crack up!**

Fair warning: The shock absorbers on your car were not put there just for comfort. They are primarily safety devices designed to keep your tires on the road and your car under control. So don't risk life and limb on worn, dangerous shocks. Have yours checked regularly, starting the very next time you visit your service station or garage.

Get Gabriel Ajustomatics

If you need new shocks (and if you have gone anywhere near 20,000 miles on your present ones, you must certainly do so) tell the man you want Gabriels. Gabriel offers several models. Chances are you will want the heavy-duty Ajustomatic, which lets you select the kind of ride you want, for the kind of driving you do.

Best idea is to drop in where you see the orange-and-black sign of a Gabriel Shock Absorber Specialist. That way you'll not only be sure of getting the best shocks made . . . you'll be dealing with a man who knows what he's talking about.

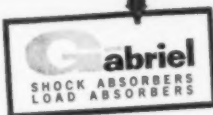
Play it safe. Have those shocks checked now.

Also: The Gabriel Load-Absorber



Not a mere "helper spring" contraption, but an actively new air-oil device that prevents dangerous rear-end sag and side-sway under heavy loads . . . delivers a safer, more comfortable ride under all load and road conditions. For a perfect ride, get Ajustomatics in front and Load-Absorbers in back!

Tune in Martin Agronsky with "News in Depth" every weekday evening over NBC Radio, presented by Gabriel.



TIE IN! SELL THE "CHECK UP BEFORE YOU CRACK UP" IDEA WITH GABRIEL!

We've done the spade work with eye-stopping ads like the one shown above . . . in TRUE, SPORTS ILLUSTRATED, SATURDAY EVENING POST, HOT ROD, MOTOR TREND, and MOTOR LIFE! Now . . . make the most of it by checking every car you get on the lift, and by reminding every motorist that

shock absorbers are primarily safety devices, designed to help keep his tires on the road and his car under control.

Remember: every motorist who drives into your place of business wants safety for himself and his family. Gabriel shocks help provide safety for him . . . and sales for you!

THE GABRIEL COMPANY • Cleveland 15, Ohio
GABRIEL OF CANADA, LTD. • Toronto 14, Ontario



Be ready to go both ways... sell both ZEREX® and TELAR® anti-freeze



The anti-freeze market is changing, just as it changed years ago when your customers began switching from alcohol-based products to permanent-type anti-freezes like ZEREX. **This fall, of course, millions of motorists** will rely on Du Pont ZEREX as they've been doing for years. With its MR-8 rust inhibitor, ZEREX remains the best product of its type and will again be a top seller. **Yet there is increasing evidence of a new trend** developing in anti-freeze . . . a trend just like the one you've seen

toward other longer-life products, like tires, batteries, motor oils. So why not capitalize on this trend in the anti-freeze market . . . by selling TELAR. TELAR is the new Du Pont anti-freeze and summer coolant that protects against freezing, rust and overheating year after year, winter and summer (requiring only occasional make-up). Since the trend started last year, Du Pont has made selling TELAR even easier: **This year there is a new low price on TELAR**—\$3.95* a gallon. So for '61, TELAR becomes the premium anti-freeze

ZEREX® anti-freeze
with MR-8 rust inhibitor
. . . finest permanent-
type anti-freeze



TELAR® anti-freeze
and summer coolant
protects
year after year



*Fair Trade price in those
states where applicable.



at a price that is going to have more and more of your customers asking for it. For just a little more per gallon than ordinary anti-freezes you install, you can give your customers the proven, long-lasting anti-freeze, anti-rust and summer coolant that can be used year after year.

So no matter how you look at it, it's smart to sell both Du Pont anti-freezes—ZEREX and TELAR—this season . . . to increase your anti-freeze gallonage, increase your profits and increase your customers' satisfaction.

Color Check is an added safeguard! Du Pont has proven that the super rust inhibitor in TELAR can be expected to outlast your customer's car. To be sure he will have complete anti-rust protection at all times, a Color Check feature was added to assure him the rust inhibitor is continually doing its job. TELAR is the first anti-freeze with this feature. If TELAR turns from normal red to yellow (and this rarely happens), it should be replaced because it is no longer fighting rust, though it may still be giving anti-freeze protection.

IMPORTANT NOTE TO DEALERS

You'll probably never have a customer whose TELAR turns yellow. But if you should, replace it immediately . . . the amount initially installed. Then just return the installation certificate issued to the customer to your anti-freeze distributor. Your stock will immediately be replaced with the exact amount of TELAR that you installed.

Please note: Du Pont, of course, does not take responsibility for loss of TELAR from any cause (leakage, overflow, etc.).

Complete details for replacement of any TELAR which has turned yellow, along with original installation certificate for the customer, will be found in the Du Pont 1961 point-of-sale Dealer Kit.



REG. U.S. PAT. OFF.
BETTER THINGS FOR BETTER LIVING
...THROUGH CHEMISTRY

Readers are invited to contribute to—

SHOP TALK

A KIT FOR ABROAD

The Hague, Holland

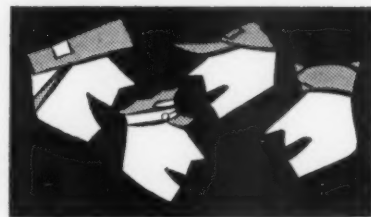
Gentlemen:

From the U.S. Trade Information Centre at the Hannover Fair we received your address.

We are using a Chrysler Valiant with 170-cubic-inch engine and au-

tomatic transmission. Whilst this car is doing very well, we should like to improve the performance of the engine and we therefore shall be pleased if you could advise us whether a conversion kit for altering this particular engine is available in the U.S.

If you could give us one or more



A column of informal comments about the automotive trade and its problems.

ACME HI-TEMPERATURE USE VALVE CORE

SPECIFICALLY DESIGNED FOR TRUCKS, BUSES and/or ANY APPLICATION WHERE HEAT RESISTANCE IS A PRIME FACTOR

► Has undergone extensive tests over many years.

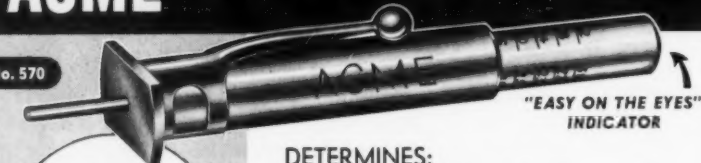
► Has special and unique design, EXCLUSIVE WITH ACME, with features as illustrated at the right.

- The greater the pressure, the more the sealing area.
- Tapered seat and one-piece pin.
- Knife-edge sealing at low pressure with increasing sealing area as the pressure increases.



ACME TIRE TREAD DEPTH GAUGE

No. 570



DETERMINES:

- Tire Life remaining
- Need for new tires
- Proper trade-in allowance on worn tires

All parts, except Indicator, are beautifully finished in Chrome.
Round Indicator Bar with Jet Black Graduations in 1/32 of an inch . . . from 0 to 1".
Features large Tread Platform and handy Pocket Clip.

ALSO AVAILABLE:
No. 570D — 12 on an attractive 3-color Display Card.
Each Tread Gauge packaged in a cellophane envelope.

ACME
for Accuracy
SINCE 1915

SEND FOR COMPLETE LITERATURE

ACME AIR APPLIANCE Co., Inc.

205 NEWMAN STREET • HACKENSACK, N. J.

addresses from companies who are producing such kits, if possible with some technical information, we shall write these companies.

J. A. STEENMAN,

N. V. voorheen Ruhaak & Co.

Happy to supply names of some suppliers.

GOAT FISH, MAYBE?

Now comes this fish story from George P. Rogers, president of Walter S. White Auto Parts, Inc., Birmingham, Ala.:

"I recently caught a two-and-a-half-pound grinnel fish," he said, "that chewed off the end of a brand-new casting rod that I had just received. This is my first experience in having the fish eat up my tackle!"

A BOW FOR SAFETY

Chicago, Ill.

Dear Sir:

Your April 1961 issue of SOUTHERN AUTOMOTIVE JOURNAL contains so much excellent information on safety that I could not help but write to congratulate you on the effort.

As you probably know, ASIA has recently created a safety committee which will devote itself largely to the program of motor vehicle in-

Address any comments to: Southern Automotive Journal, 1760 Peachtree Road, N.W., Atlanta 9, Ga.



the Heart of Your Tool Kit

YOU CAN'T BUY A BETTER

RATCHET

ASK YOUR JOBBER TO SHOW YOU ONE!

New Britain

THE NEW BRITAIN MACHINE CO.
NEW BRITAIN - CONN.

HAND TOOLS



spection statutes in the states now lacking them.

We shall appreciate your cooperation along this line whenever possible.

RICHARD A. MELVIN,
Executive Assistant,
Automotive Service Industry
Association

CURTAINS FOR ROLLS?

Soon not even Queen Elizabeth may be able to buy a Rolls-Royce.

The company that has built plush automobiles for kings, oil men, millionaires and film stars is faced with a financial crisis caused by the recent British government law limiting to 2,000 pounds (\$5,600) the income tax deduction for automobiles for company executives.

Lord Kindersley, chairman of Rolls-Royce, staunchly refused to lower the standards of Rolls-Royce products to cut costs. He has warned the government that his company has been so hard hit by the law that its car division may have to

cease production. The tax, Kindersley claims, is directed specifically at his company's luxury automobile.

Rolls price tags range upward from 6,000 pounds (\$16,800). The Crewe plant produces only 2,400 a year and about half go in export.

In January the wait for a new Rolls was 12 months. Since the budget, the wait has dropped to four or five months and by this summer the delivery is expected to be "immediate."

Closing the group's car division would not affect the rest of the company's activities. Last year, however, the division accounted for 15% of the firm's \$280 million annual turnover and its closure would mean no jobs for many of the firm's 5,600 highly skilled technicians.

ONE FOR THE "DRYS"

Lubbock, Texas

Dear Sir:

I was a little late reading your April issue, but in reading the news briefs on page 11, under the heading of "Knoxville Keeps 'Dry,' Dealers Shy Away," I was amazed at your attitude that you can't have an automotive convention without liquor.

I would like to go on record as a garageman and mechanic that this is not true, and I think if you would take a poll that there is a small minority that have to have the stuff.

We have a local garagemen's chapter here in Lubbock and we open all of our meetings with a prayer asking God's guidance and help, and I think if the automotive industry would have this aim instead of liquor for a good time, we would have a better nation and world to live in.

HORACE E. SANDLIN,
Owner,
Zeh Auto Repair

BUILDING PLANS, PLEASE

Sullivan, Mo.

Gentlemen:

On page 33 of your May issue you state that you have tear sheets of earlier stories about the plans for new garage buildings.

Please send us any of these tear sheets that you have at this time as we are interested in building a new building in the near future.

H. F. FEESE,
President,
Feese-George Chevrolet, Inc.
Glad to pass along the plans.

We still have some copies of the articles with these plans, if anyone's interested.

CAMEL CHEMBOND TUBELESS TIRE REPAIRS



HANDY DISPENSING CABINET FILLED WITH CHEMICAL REPAIR ASSORTMENT

Ideal workbench dispensing cabinet filled with complete needs to make "life of the tire" repairs. Conveniently compact, prevents waste and keeps all contents clean and immediately available. Fully stocked: 200 assorted patches, 1/2 pt. CHEMBOND Cement, one buffer-stitcher.

CHEMBOND PATCHES ACTUALLY FLOW INTO THE INJURY!



The live rubber flows naturally into the injured area (above), sealing out dirt and moisture to protect the cord fabric. Perma-

nent bond when applied either hot or cold to tubeless tires or tubes. Patch edges are extremely feathered.

H.B. EGAN MANUFACTURING COMPANY
MUSKOGEE, OKLAHOMA TORONTO, CANADA



ABSOLUTELY
FREE
GIFTS !

STOCK UP AND SELL FAMOUS
FRAM "WEAR-GUARD" FILTERS
GET GIFT CERTIFICATES FREE!

FRAM
MILLION\$\$\$
GIVEAWAY



SAVE CERTIFICATES FOR FABULOUS GIFTS FOR ALL THE FAMILY! ➡

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4

7

FRAM

MILLION\$\$\$ GIVEAWAY

THE EASIEST TO SELL!
FRAM "WEAR-GUARD" FILTERS
TRAP UP TO 40% MORE DIRT
THAN OTHER FILTERS TESTED!

It's a fact! And it makes Fram Filters the greatest advance in engine protection since detergent oils. No wonder in 1961, more car manufacturers choose Fram to supply original equipment filters. You'll find top quality Fram Filters are the easiest to sell and the fastest moving filter line in America today!

THE REWARDS ARE BIG!

The most exciting selection of free gifts in the industry are yours when you stock and sell Fram Filters. When you buy Fram Filters at regular cost, your supplier gives you free Fram Gift Certificates. Join the thousands of dealers saving Fram Gift Certificates for valuable free gifts.

BUSINESS-BUILDING IDEAS!

Use your Fram Gift Certificates to boost sales and profits. Free gifts you get can be used as traffic builders or as sales incentives for your personnel.

**SEE BACK COVER FOR COMPLETE DETAILS ON
MILLION \$\$\$ GIVEAWAY! ORDER FRAM "WEAR-
GUARD" FILTERS FROM YOUR SUPPLIER NOW!**

2 GIFT CERTIFICATES

(Free with 2 Dozen Cartridges)



B21 CLOWN & DOLL SET—Brightly colored, cotton stuffed, unbreakable plastic faces, satin ribbon bows.
B22 COLORING SET—32 crayons, 6 poster paints, 8 water colors, brush, outline drawings, coloring books.
B23 MIRRO 23 Pc. COOKY-PASTRY SET—Shapes and decorates with professional results every time.
B24 AMITY FRENCH PURSE—Elegant, of softest leather with change pocket, bill compartment, 4 photo wings.



B25 MARBLE GUN CLEANING KIT—Rod, patch tips, flannel cleaning patches, Nitro-Solvent-Oil, Gun Blue.
B26 AMITY WALLET—Finest leather; leather-covered pass case and secret currency and stamp pocket.
B31 HODGMAN SHORT BOOTS—Light, heavy duty, moulded vinyl, for station or outdoors. Sizes 6-13.
B32 RAWLINGS GENUINE LEATHER "JOE KUMARICH" FOOTBALL, official size, inflator needle included.



B32



B33

B34

B33 MIRRO 5 Pc. MOLD SET—For baking, salads and desserts; traditional designs in gleaming copper-tone finish; handy rings for hanging as wall plaques.
B34 MIRRO ELECTRIC CORN POPPER—Automatic, efficient; no stirring, no shaking; also for heating soups, vegetables, stews, poaching eggs; 1 yr. guarantee.
B41 BARR BASKETBALL SET—Official size and weight all-rubber ball; inflating needle, 18" hoop with net.



4 GIFT CERTIFICATES
(Free with 4 Dozen Cartridges)

B43

B42

B41

B44

B45

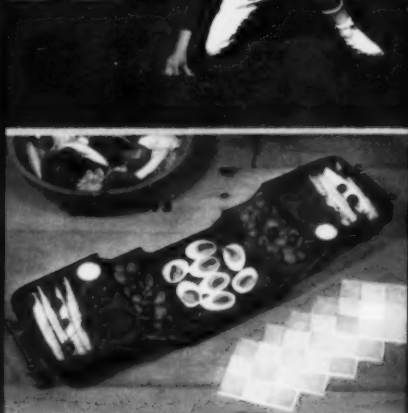
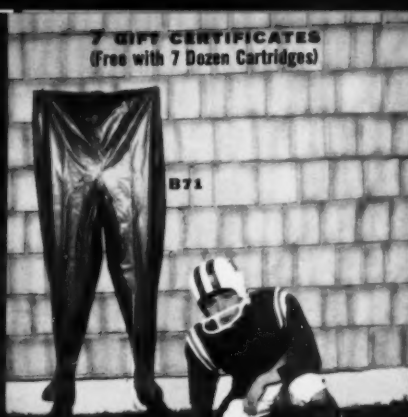
B46



B46

B51

B46 INSULATED HUNTING JACKET—Zippered, 27" quilted acetate taffeta, scarlet color, S, M, L, XL.
B51 WEST BEND ELECTRIC 5 Pc. PATIO SET—Stoneware pot with chrome-plated electric base, 4 servers; goes right on the table, handles parties with ease.
B52 EKCO MIXING BOWL SET—4 brightly polished, stainless steel bowls; easy to clean; make beautiful service pieces; popular 1, 1½, 2 and 4 qt. sizes.



7 GIFT CERTIFICATES
(Free with 7 Dozen Cartridges)

8 GIFT CERTIFICATES
(Free with 8 Dozen Cartridges)

B61 WM. ROGERS WELL & TREE PLATTER—Famous Eagle Star Silverplate, 18", footed to protect table.
B62 WM. ROGERS DOUBLE VEGETABLE DISH—Beautiful silverplate, cover converts also to become a server.
B63 MIRRO-MATIC 4 QT. PRESSURE COOKER—Super-thick aluminum; one-piece, foolproof pressure control.
B64 BOWLING BAG—For ball and shoes, scuff-proof, outstandingly strong and unbelievably light in weight.

B65 KOEHLER COMMANDO COMET LANTERN—Powerful, compact, 2 lights in one, leather carrying handle.
B66 BERNZ-O-MATIC CRAFT KIT—Torch, propane cylinder, soldering attachments, 5 solders, king-size case.
B67 HODGMAN BOOT FOOT WADERS—Laminated fabric; sponge lined boots; U. S. made. Sizes: 6-12 reg. length.
B72 RAWLINGS FOOTBALL OUTFIT—Helmet; shoulder pads; scarlet cotton jersey; drill pants, S, M, L.

B73 KAROFF WALNUT BUFFET—Opens from 15" to 29" complete with salt & pepper shakers, 2 relish dishes.
B81 PFLUEGER FLY FISHING GIFT PACK—Super-automatic fly reel, assorted flies, plastic box (rod not incl.)
B82 LABELLE ELECTRIC COFFEE MAKER—Brews 4-17 cups; flavor selector thermostat and drip-proof spout.
B83 SUNBEAM STEAM-DRY IRON—Thumb-tip control, stainless steel water tank; weighs 3 lbs.

10 GIFT CERTIFICATES
(Free with 10 Dozen Cartridges)



12 GIFT CERTIFICATES
(Free with 12
Dozen Cartridges)



10 GIFT CERTIFICATES
(Free with 10 Dozen Cartridges)

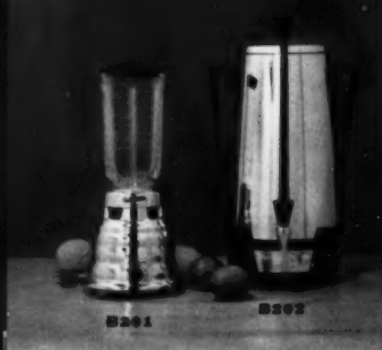


B101 RADIANT PROJECTION SCREEN—40" x 40" glass beaded screen, "ToeMatic" opening, fully adjustable.
B102 INSULATED UNDERCLOTHING—Quilted acetate taffeta jacket, trousers, vest; S, M, L, XL; socks: S, M, L.
B103 SPALDING PERTH GOLF SHOES—Moccasin style, removable studs. Sized B: 7-13; C: 6-13; D: 6-13; E: 6-12.
B121 CORO FASHION WATCH SET—Swiss watch, 6 different color straps, 6 coordinated dial rims.

B122 RONSON CFL-MARK II SHAVER—Replaceable cutting edges; closest, fastest shaves; lightest touch.
B123 SUNBEAM ELECTRIC FRYPAN—Immersible, automatic heat control, metal cover, fry-guide on handle.
B124 WEAR-EVER 4 Pc. SET—"Hallite" heavy, aluminum; brilliant copper-colored tarnish-proof cover.
B125 CARVEL HALL 3 Pc. CARVING SET—Superb stainless blades, walnut handles, handsome walnut holder.

B126 G-E ALL-PURPOSE SHARPENER—Sharpens pencils, scissors, knives perfectly in seconds—electrically.
B181 SUNBEAM ELECTRIC HAND SAW—Fast cutting, tilting shoe, with blades and Allen wrench. Convenient handle grip, upstroke cutting, chip blower.
B182 TEXAS-WARE 61 Pc. DINNER SET—Complete setting for 8 plus service pieces, open stock pattern. Sturdy, break-resistant, yet has delicacy of fine china.

20 GIFT CERTIFICATES
(Free with 20 Dozen Cartridges)



B201

B202

24 GIFT CERTIFICATES



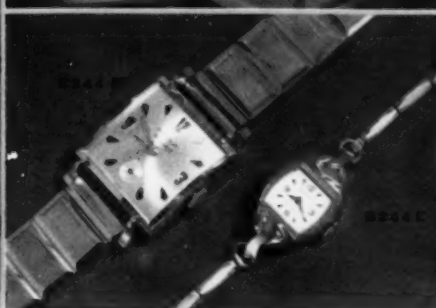
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24 GIFT CERTIFICATES
(Free with 24 Dozen Cartridges)



B242

B243



B244L

B244M

30 GIFT CERTIFICATES
(Free with 30 Dozen Cartridges)



B301

B201 OSTERIZER BLENDER—2 speeds, chrome base, exclusive Oster container design. Blends, grates, liquefies, churns, chops, grinds, whips, purees in seconds. B202 CORY ELECTRIC PERCOLATOR—"Buffet Queen" brews 10-40 cups automatically; flavor selector, ready-light; heavy-duty high-heat element perks coffee fast. B241 LIONEL ELECTRIC TRAIN SET—Steam locomotive, tender, 4 cars, track set, trestle set and transformer.

B242 COSCO FOLDING 5 Pc. BRIDGE SET—"Fashion-fold" table, 4 chairs; padded table and chair sets, handsome metal frames. Ebony/Charcoal, Tan/Mocha. B243 DORMEYER MIX-MORE—10 speeds, portable mixing head, comes with a complete set of attachments. B244M BENRUS WATCH—"Lord Nelson 21", 21 jewels, gold top, stainless back, shock-absorbing movements, unbreakable mainspring, matching band. 3yr. guarantee.

B244L BENRUS WATCH—"Lady Winnie 21", 21 jewels, gold top, stainless back, unbreakable mainspring; matching adjustable expansion band. 3-yr. guarantee. B301 CHANNEL MASTER PORTABLE RADIO—8 transistors; telescoping, detachable antenna; ear plug; strap; available in Broadcast-Short Wave or Broadcast-Marine. B302 MILLION MILER 2 Pc. LUGGAGE SET—Featherweight; quilted lining; Grey, Brown, or Airline Blue.

36 GIFT CERTIFICATES
(Free with 36 Dozen Cartridges)



48 GIFT CERTIFICATES (Free with 48 Dozen Cartridges)



40 GIFT CERTIFICATES
(Free with 40 Dozen Cartridges)



96 GIFT CERTIFICATES
(Free with 96 Dozen Cartridges)



120 GIFT CERTIFICATES
(Free with 120 Dozen Cartridges)



B361 VIK PORTABLE CAR/BOAT RADIO—8 transistors, antenna strap, clip stand, plays on 3 standard flash-light batteries (batteries not included).

B120 REVERE 2" x 2" SLIDE PROJECTOR—Holds 36 35mm slides—all types of mounts, mixed; built-in portable with compact, streamlined carrying case.

B961 VIBECOR STEREOFONIC FONOGRAP—Portable 4 speed changer, 2 stereo speakers, automatic shut off.

B482 KAROFF PATIO CART—Complete with 20 pc. glassware set, 4 serving tools, shaker, covered ice bucket.

B483 AGFA SUPER SOLINA 35mm. CAMERA—Complete with LUCIMETER light meter; AGFALUX flash attachment; bright-frame view finder; case and strap.

B961 BOLEX 8-mm. MOVIE CAMERA—2 lens turret, interchangeable extra lenses; viewfinder with fields for different lenses; built-in light meter, pistolgrip handle.

B1201 REVERE MONOPHONIC TAPE RECORDER—Portable, 2 track; holds 2 full recordings on each reel. Records, plays back in hi-fi mono balanced-tone. One simple three-position control operates all functions.

B1202 WESTINGHOUSE 1962 PORTABLE 19" TV—Easy-grip carrying handle, convenient front controls; VHF, beautiful ivory and green finish. Telescoping antenna of polished chrome. Brings in sharp, clear pictures.



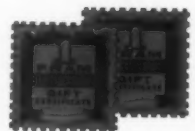
B1441 MacGREGOR Jack Burke "CELEBRITY" GOLF CLUBS—4 woods of persimmon finished in Rosewood; 9 irons (2-9 and wedge) with exclusive "Colokrom" face; individually matched and registered.
B2881 GORHAM 6 Pc. STERLING TEA & COFFEE SERVICE—Beautiful Strasbourg pattern; sterling silver coffee pot, tea pot, sugar bowl, creamer, and waste. Handsome serving tray is heavy silver-plate.

FRAM

MILLION\$\$\$ GIVEAWAY

HERE'S HOW TO GET YOUR GIFTS ABSOLUTELY FREE...YOUR REWARD FOR SELLING FAMOUS FRAM "WEAR-GUARD" FILTERS!

- 1 With every 24 Fram Filters you buy, your Fram supplier will give you two gift certificates ABSOLUTELY FREE.
- 2 Certificates may be redeemed for your choice of nationally advertised merchandise shown here.
- 3 You get these valuable gifts with two or more gift certificates.
- 4 You can redeem your certificates immediately or save them and get gifts in higher value categories.
- 5 Redeem certificates by mailing to Fram Corporation, P.O. Box 4128, East Providence, R. I. Gifts are shipped directly to you—freight prepaid.
- 6 Free gifts in Fram's Million \$\$\$ Giveaway are dependent upon availability. Accordingly, Fram reserves the right to withdraw or substitute gifts of equal value at any time.



IMPORTANT: All gold certificates (expiration dates, Dec. 31, 1960 and June 30, 1961) must be redeemed for gifts OR exchanged for new ORANGE certificates on or before Oct. 31, 1961. Redeem now or exchange gold certificates by sending them to: FRAM, P. O. Box 4128, East Providence, R. I. The Million \$\$\$ Giveaway is not offered in Canada.

ORDER FRAM "WEAR-GUARD" FILTERS FROM YOUR SUPPLIER TODAY!

AH-1417 © 1961 Fram Corporation, Providence 16, R. I.

Litho in U.S.A.

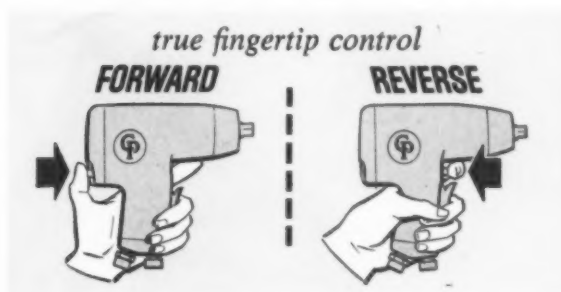
NEW! 1/2" SQUARE DRIVE AIR-WRENCH

NEW!
CP-734
"Whippet"
AIR-WRENCH
 1/2" SQUARE DRIVE
 1/2" BOLT CAPACITY



Sets new standards for:

- ✓ *Performance*
- ✓ *Easy Operation*
- ✓ *Speed*
- ✓ *Reserve Power*



Busy service shops and smart mechanics everywhere are turning to the new CP-734 "Whippet" Air-Wrench. Here's a 1/2" square drive, 1/2" bolt capacity Air-Wrench with money-making, time-saving features built right in.

It's faster because the exclusive, air-smooth "Dyna-Pact" hammer accelerates faster... sustains speed. Gives you controlled power.

It's easier to handle because it feels "just right." Balanced for one-hand action... with the "Forward-Reverse" control right where it should be... at your fingertip.

It's lighter because the more efficient impact unit permits a substantial reduction in tool size... really makes it

compact. It only weighs 4 1/2 pounds. Yet, the "Whippet" is head and shoulders above the rest for reserve power.

Can be furnished with the exclusive LOK-ON Angle Head that lets you handle those ratchet wrench jobs with one-hand ease.

For more information on the New CP-734 "Whippet" Air-Wrench, write for Bulletin SP-3042 to: *Chicago Pneumatic Tool Company, 8 East 44th Street, New York 17, N. Y.*




 **Chicago Pneumatic**

AIR AND ELECTRIC TOOLS • IMPACT WRENCHES • AIR-DRILLS • BREAKERS • PNEUMATIC JACKS AND PUMPS • ZIP-GUNS



THIS METALLIC DUST





Five separate layers for longer life

1. Heavy steel back provides strength and support to the bearing.

2. Bearing lining absorbs impact of engine loads. Federal-Mogul combines millions of metallurgically pure copper-alloy particles (described below) to make a super-tough lining alloy. You get a uniformly high strength that is less likely with other bearing alloys.

3. Barrier plate extends bearing life by preventing migration of the overplate alloy into the copper-alloy lining.

4. Overplate is a babbitt-type material that easily conforms to minute irregularities in the crankshaft during engine break-in.

5. Tin flash plate provides corrosion and rust resistance.



MAKES BEARINGS SUPER-TOUGH

You need this better kind of bearing for replacement in high-horsepower engines. The bearing lining is made up of metallic dust, with each particle—an exact proportion of copper and lead—permanently mixed and fused by heating and rolling. The result is a superior, super-tough alloy.

Some kinds of copper alloys are *poured* from molten metal. This can produce uneven strength because molten alloy tends to form a hard-to-control mixture as it cools. That's why Federal-Mogul developed the sintered alloy using the metallic dust shown above. This process gives you a controlled, fine uniformity that would be less likely with poured alloys.

The Federal-Mogul 5-layer bearing has three times the fatigue strength of the best babbitt. This means longer life under heavy engine loads. It is a more dependable bearing, too, because its super-tough bearing alloy is exactly uniform from bearing to bearing.

Whatever kind of engine you overhaul, there's a Federal-Mogul bearing that will deliver maximum service in it. In addition to the 5-layer bearing, the complete line includes overplated aluminum-alloy, straight copper-alloy, and babbitt bearings. You build extra life in your overhauls—and build extra customer satisfaction, too—when you use the best bearings . . . Federal-Mogul!

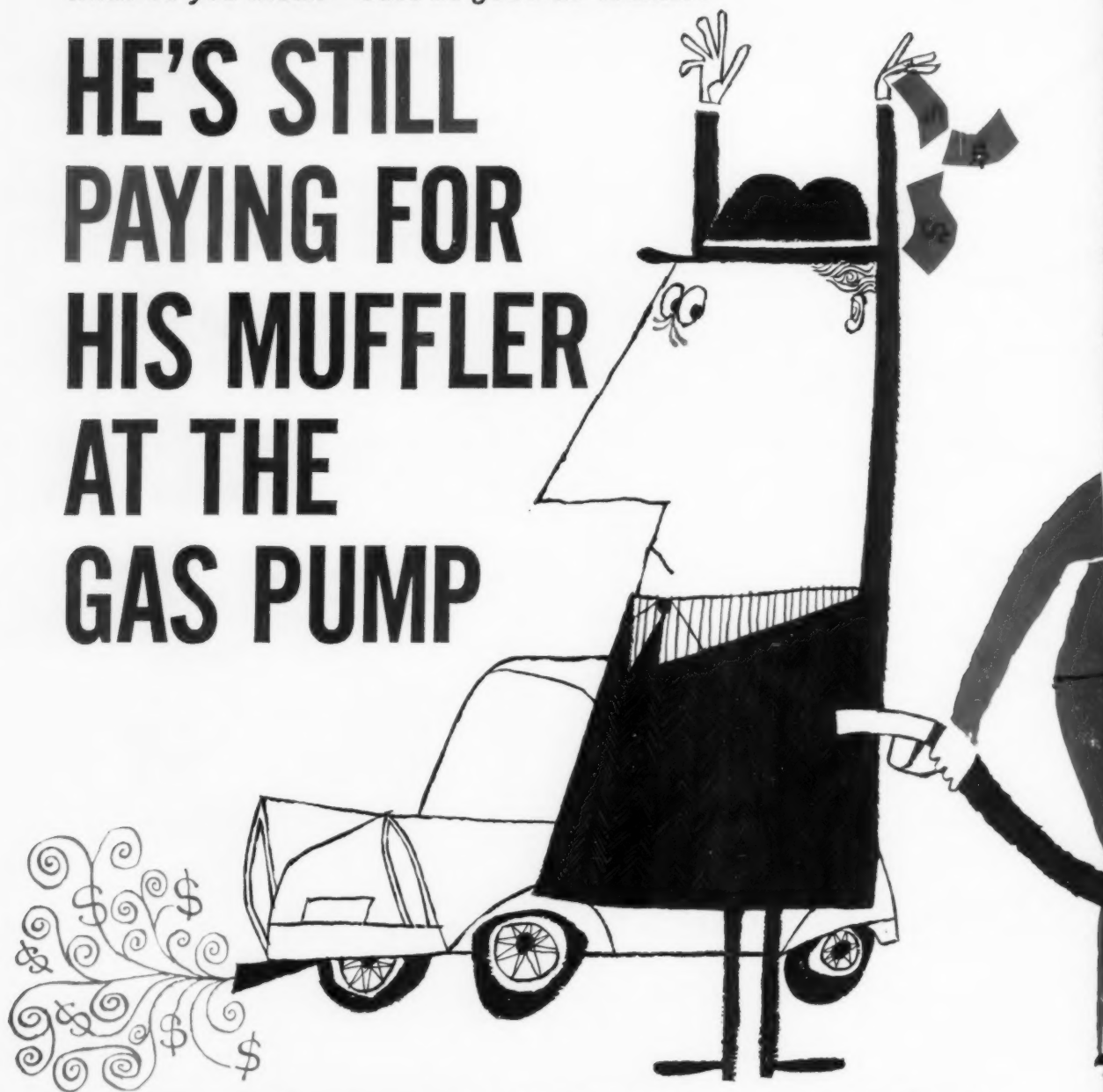


FEDERAL-MOGUL ENGINE BEARINGS

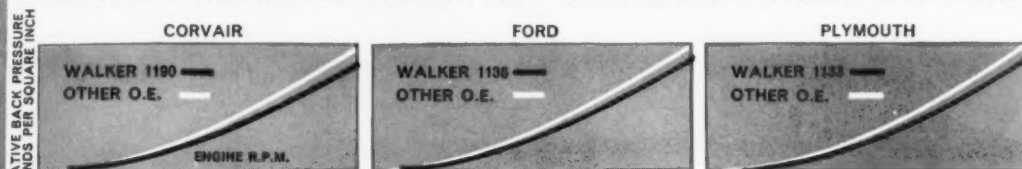
FEDERAL-MOGUL SERVICE
DIVISION OF FEDERAL-MOGUL-BOWER BEARINGS, INC. • DETROIT 13, MICHIGAN

what do you mean—"Just as good as Walker?"

HE'S STILL PAYING FOR HIS MUFFLER AT THE GAS PUMP



HERE'S PROOF THAT WALKER "PRECISION TUNED" SILENCERS NEVER DESTROY ENGINE POWER



The above charts show actual on-the-car, over-the-road comparative back pressure readings for Original Equipment and Walker "Precision Tuned" Silencers at varying engine speeds.

Walker "precision tuned" silencers never steal gasoline...or rob engines of full built-in power

Being "just as good as Walker" is quite a task for anyone.

Take *back pressure*, for instance. Excessive back pressure is a "pick-pocket." An improperly designed muffler that does not meet the exact requirements of the engine on which it is installed can create a "back pressure drag" that results in the loss of up to 45 horsepower . . . reduced acceleration time as much as 60% . . . sluggish performance . . . increased gas consumption up to one gallon in ten.

In many cases the installation cost of an ordinary "just as good" muffler is only the "down payment." The unsuspecting car owner keeps on having his "pockets picked" every time he stops at the gas pump.

But not with a "genuine" Walker "Precision Tuned" Silencer. Walker Silencers never steal gasoline or rob engines of built-in power because **CORRECT BACK PRESSURE** is the starting point in the basic design of every Walker "Precision Tuned" Silencer. It never exceeds the back pressure permitted by car factory engineers for the particular engine on which it is installed.

It's not easy to design a muffler that properly quiets an engine without power loss. It takes research . . . it takes know-how . . . it takes the actual experience that comes from creating . . . designing and producing exhaust systems as original equipment for most of America's finest automobiles . . . from "compacts" to "luxuries." Exhaust *performance proved* in the laboratory . . . on the test tracks . . . and, finally, over the road under actual driving conditions by our own exclusive Average Driver Test Fleet—the Million Mile Motorcade.

Yes . . . to be "just as good as Walker" is a fine ambition . . . and we don't blame others for trying to achieve it. But somehow . . . few ever do.

Don't be satisfied with a muffler that is only "just as good as Walker" — but really isn't. Install the "original" . . . a Walker "Precision Tuned" Silencer . . . that keeps engines at *peak* performance . . . always . . . that saves money at the gas pump . . . that is engineered and rust protected to last as long as most average drivers own their cars.



WALKER "PRECISION TUNED" SILENCERS

America's most PERFORMANCE PROVED mufflers

LAST LONGER...RUN QUIETER...GIVE ENGINES NEW PERFORMANCE AND GAS ECONOMY

WALKER MARKETING CORPORATION, RACINE, WISCONSIN

Dear Bill,

You're right as rain on this matter of the economics of the more expensive service job. I can only wish that someone will come up with a hard and fast rule for the sale of "heavy" jobs, so we could save a customer from over-buying for an older car, keep ourselves from under-guessing on an estimate and prevent some other unit from expiring after we've repaired the primary unit.

It's possible to be embarrassed on a repair to a single unit, too, like



AT THE INDIANAPOLIS "500"

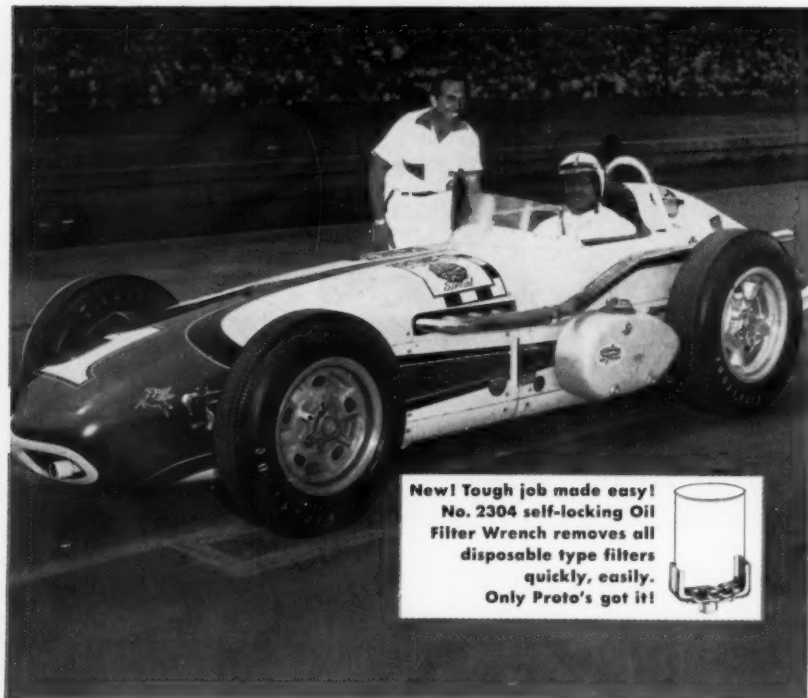
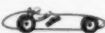
PROTO TOOLS HELPED "A.J."-AND GEORGE-TO THEIR 139.130 MPH RECORD

You know the winning driver, A. J. Foyt. Now meet his winning chief mechanic, George Bignotti. George, like all the other "500" mechanics, uses and endorses Proto Tools—official hand tools for the race. This same professional tool quality is yours at your local Proto jobber. See him for PROTO dependability when the tools of your trade are important to you.



2207 Santa Fe Ave., Los Angeles 54, Calif. • 507 Allen St., Jamestown, N. Y. • 1707 Oxford East, London, Ontario, Canada

OFFICIAL TOOLS INDIANAPOLIS "500"



New! Tough job made easy!
No. 2304 self-locking Oil
Filter Wrench removes all
disposable type filters
quickly, easily.
Only Proto's got it!



giving the owner a fair bump for pulling an automatic transmission and stopping an oil leak by replacing a seal, only to have another part in the drive give up the ghost on the following month with another "remove and replace" job staring him in the face.

Similarly, the vehicle that is well worth an engine job may not support the cost of a transmission overhaul at an identical or "soon after" date. About the only plan we can use is to try to judge from the mileage and service if there is a possibility of a second job in the offing and take the owner into our confidence in the matter. Thus he can't hold us responsible for overselling. The decision should be his, since it's his money.

It's always good practice to point out to the customer the possibility of absorbing the cost of a smaller job into a larger one, when the small job is a necessity of the moment—and the bigger job is almost certain to be in the immediate offing.

A burned valve, a leaky block core plug and other minor jobs that require pulling a head or pulling the engine might be the trigger for a much larger job that could be tackled while the engine is out or open, if the mileage or other conditions so dictate.

In many cases it requires only a discussion with the owner to put the job in the proper light so he can make the decision intelligently in the light of his own financial circumstances. The important thing is to give the honest appraisal of the possibilities so he has the advantage of our wider experience before he decides.

We haven't found it good policy to stick our neck out to the extent of making a strong prediction of the conditions so he can saddle us with the full responsibility for the job. It's our responsibility to give him the honest opinion, and then let him

a n honest appraisal of dealer-profit in the battery business

Let's not beat around the bush—you're in this business to make money. Prest-O-Lite batteries have what it takes to make money for you! It begins with Prest-O-Lite's price structure. One of the most liberal in the battery business. But pricing is *only* the beginning:

- There's Prest-O-Lite's complete and simplified line. A real moneymaker for you, because it is built for *fast turnover* and steady profits. No need to carry a heavy stock of slow movers.
- There's owner acceptance. The name "Prest-O-Lite" has been in demand for over fifty years by motorists who want the best.
- There's national advertising support, local advertising allowances, free direct mail, dealer sales aids, signs and displays.
- Prest-O-Lite has what it takes to make money selling batteries! Write Prest-O-Lite, Electric Autolite Company, Toledo 1, Ohio, for your personal selling plan.



Ask your battery supplier for details on the Prest-O-Lite "Turn Lead into Gold" battery profit program.

make the move. If he orders the job, then we are accepting the responsibility of giving him a good one, and that is what we are paid for.

We have plenty of service operations that we can push as hard as we feel necessary in order to get the job done, but when it comes to selling a heavy job on an older car, the "soft sell" with an honest appraisal seems to me to be the ticket. When the owner is at the crossroad with a choice to make for a replace or repair of his car, he should be the boss.

Hope your vacation was the best you've ever had!

Yrs,
Ed.

Operating for Profit (Continued from page 49)

business in growing competition. That is why he is directing so much attention to developing IGO as an effective weapon for survival.

At present, he is selling IGO as hard as his own business, and with a lot of justification. In a little more



James B. Wagstaff, a Chrysler Corp. vice president, retired June 30, having reached retirement age of 65 on June 4. A native of Ethridge, Tenn., Wagstaff joined the corporation in 1928 as assistant sales promotion manager for Chrysler Division. The next year he was named first director of advertising and sales promotion for the Plymouth Division. In 1936 he became De Soto's general manager. Prior to joining Chrysler, Wagstaff was employed at Harper Overland Co. in Washington, D. C., and later worked six years for Willys-Overland, Inc., in Philadelphia and Toledo.



**An additional 10%
discount on all Mac's
Radiator Products
during July, August
and September**

No. 13, Sealer & Stop Leak, Block
Repair, Cooling System Cleanser...
even Mac's newest product, Fast Flush.

MAC'S

MAC'S SUPER GLOSS CO., INC.

LOS ANGELES 42, CALIF.

CINCINNATI 26, OHIO

than two years, IGO of Florida has made tremendous strides in organizing and developing the independent garage business.

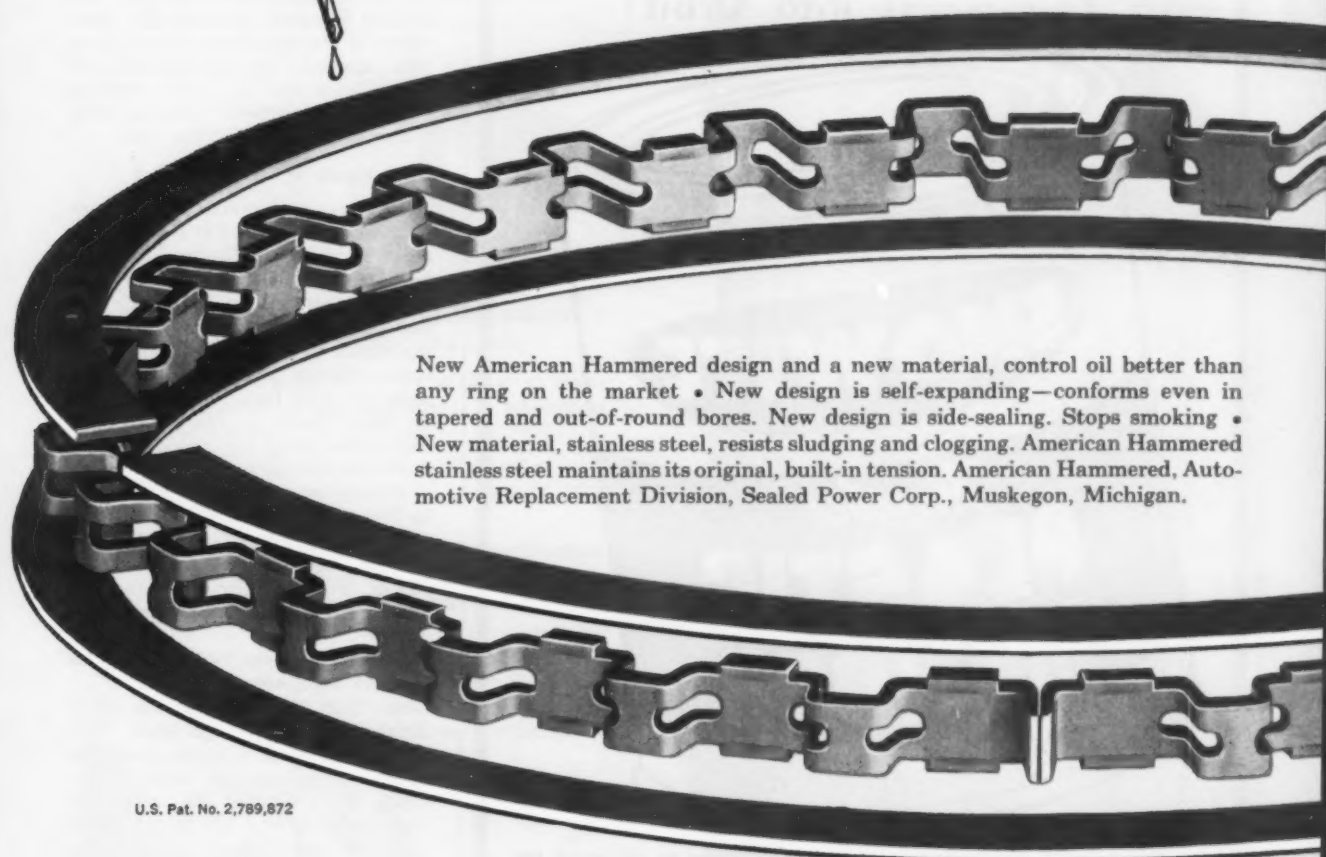
In that time the state organization has grown into 19 units with hundreds of members, an operating budget of around \$21,000, a full-time field representative and a secretary. It has established workmen's compensation, garage liability and major medical group insurance plans for members that save participants far more than the cost of their membership. It is working on a state-wide directory of IGO members for motorists to carry in their cars, a statewide credit card system, a credit financing plan and a mechanics' schooling program.

Miami Unit No. 1, headed by D. C. Brooks, president, from which the state group evolved, has just gathered together more than \$3,000 for an experimental 13-week daily television program of spot announcement to go on the air once a day at different times in an area represented by four IGO units which are paying the cost.

The Miami unit also is working on a county-wide car safety inspection system. In the yellow pages of the next Miami area telephone directory it will have three pages of listings of IGO garages as a group, in alphabetical order by geographical districts.



They control oil



New American Hammered design and a new material, control oil better than any ring on the market • New design is self-expanding—conforms even in tapered and out-of-round bores. New design is side-sealing. Stops smoking • New material, stainless steel, resists sludging and clogging. American Hammered stainless steel maintains its original, built-in tension. American Hammered, Automotive Replacement Division, Sealed Power Corp., Muskegon, Michigan.

U.S. Pat. No. 2,789,872

AMERICAN HAMMERED



stainless steel oil rings

Bad Boys Emeritus

(Continued from page 55)

to dream up ways and means of making peddlers uncomfortable generally. Pat devoted most of his attention to one peddler in particular, and more about that. But Pat probably had to work harder. He served in World War II and, returning to Longview, had to start in business from scratch again.

There was a period when Pat had a highly-informative grapevine connection from Longview to Marshall.

When Beer left Marshall headed for Longview, Pat learned about it somehow and alerted the proper officers of the law. These would lie in wait for Beer, arrest him, haul him up to the jail house and lock him in duress vile. For an hour or so, at least.

Then Pat discovered the great amount of satisfaction involved in devising and executing special forms of torment for one Daniel McDermott of Dallas.

Dan is a manufacturers' representative of the sales firm of Mc-

Dermott and (Ed) Tighe and Dan personally works East Texas. A nice chunk of his sales volume originates with the Beer Smith-Pat Ferchill combination for, between them, they operate seven stores in East Texas.

Dan has cultivated a reputation for being miserly. He is forever complaining about the cost of things always manages to dodge a cafe or restaurant check, even for coffee likes to turn his pockets inside out to prove his total stake consists of only a few small coins. Whenever or wherever there is drinking to be done he appears and produces one half pint of whisky, even if he is supposed to provide for the crowd. This is his trade mark. It gets him publicity and it gets him discussed even if in connection with some profanity. Actually, it pays him and well.

He has also set himself up as a sort of whipping post for the boys in East Texas. A martyr. He complains of the indignities forced upon him, especially by Pat Ferchill, and says, "Isn't this an awful way to have to get business?" But he loves it and this, also, pays him well.

Supply of Ideas Exhausted

Pat has persecuted the patient Dan so much that Pat's supply of ideas must be exhausted. Pat has had Dan arrested, had his car hidden and all that petty stuff. One day he loaded Dan's car with folding chairs, so many there was barely room left for Dan in the driver's seat. Pat told Dan the chairs were for Beer Smith in Marshall. Then Pat called Beer by phone. Result, Beer refused to unload the chairs, said they were intended for a store in Tyler. At Tyler these lines were repeated and Dan spent the day hauling the chairs around East Texas, from one store to another, ending back at Pat's store in Longview.

Of course, Beer has taken his shots at Dan, too—literally.

At The Motor Supply a short flight of wooden steps leads from the store floor to a higher level occupied by offices and some stocks. Once, for reasons not explained, Beer reached for his pistol while Dan was in his office. But Dan was fast and took off. However, Beer caught up at the steps as Dan was descending and Beer put one to two .22 slugs in each step just behind the fleeing Dan. The bullet holes are still in the steps.

In Longview a few years back a casket manufacturer closed down and Pat Ferchill bought two. He shipped one to Dan labeled, "Do-it-yourself-kit," freight charges col-

Now SNOWITE... Another SWISS Metalmender Zo-o-o-oms into Orbit!



CREATED TO SWISS STANDARDS, but priced without regard for precedent. This is a flexible metalmender that performs like a fairy godmother. In price there is absolutely nothing near it on the market—in performance, at such a price, you'll pinch yourself to see if you're really awake. Write or wire at once for surprise price—and a FREE 3/4 lb. Sample! Also booklet "Good Hints when working with Cream Hardening Plastics." Please mention name of your jobber.

SWISS LABORATORY, INC.

One of America's Largest Manufacturers of Body & Wire Solders
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So. Rep.: Roy S. Hefner, 376 Spring St., Atlanta 8, Ga.
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WIX PUTS YOU A STEP AHEAD—
and Gives You the Filter Selling Tools to Keep You Out Front

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WIX-O-MATIC is not an "Assortment," "Deal" or "Premium." It's a Scientific System of efficient selling which eliminates the six profit-stealing faults of the uncontrolled stock . . . lost time identifying the *right* filter . . . *not having* a filter when needed . . . having *too many* slow-moving numbers . . . *duplicate*d stock of different make filters . . . *guessing* the proper charge for service . . . obsolescent numbers and unsightly display.

YOU GET—

INSTANT IDENTIFICATION — The exclusive WIX DIAL-O-MATIC Cartridge Selector identifies any filter in five seconds.

AUTOMATIC STOCK CONTROL — You can't be out of a number or overstocked — as each sale is made you're automatically reminded to reorder.

GUARANTEED SALE — WIX guarantees that you will sell every WIX Oil or Air Filter you buy when you own a WIX-O-MATIC Wall or Floor Cabinet.

INSTALLATION CHARGE GUIDE — Some filters can be serviced in minutes — others take longer. WIX gives you a realistic guide to the service charge you're entitled to make.

With WIX-O-MATIC you tailor your stock to fit your needs. You get maximum turnover with a minimum investment.

With WIX you're always two steps ahead . . . first, with a superior product that gives you a full profit and . . . second, with a scientific selling system that increases your filter business.



Now, ask your jobber how you can get WIX-O-MATIC FREE!

WIX CORPORATION
GASTONIA • N. C.

In Canada: Wix Corporation Ltd., Toronto
In New Zealand: Wix Corporation New Zealand Ltd., Auckland



lect. It arrived at the Automotive Industries Building at 2023 Lucas Drive in Dallas and Dan declined to pay the charges. O. D. Buford, partner in ownership of the building, where a number of factory men office, paid the freight and the black casket was set up in the building lobby. Dan wouldn't look at it, pretended he thought that was a base and sordid thing for Pat to do. But probabilities are he secretly chuckled, although he complained, "Isn't that a . . . of a way to have to get business?"

A couple of years ago Pat Ferchill encountered failing health and it was discovered he had ulcers. He wasn't supposed to take a drink for a year—wasn't supposed to. Maybe that helped to calm him down. Anyhow, he isn't the fireball he used to be and admits it. For several years he has concentrated on those antique automobiles and is planning to build a museum in which to house them, for inspection by the public at a price.

Give him a chance and Pat will get out the crying towel about the

annually increasing difficulty of making a profit in automotive wholesaling. He discusses this problem from all angles so effectively his audience feels like getting a towel and joining him.

But when his antique cars are mentioned his eyes brighten and he can produce a pack of photos. (Beer shows pictures of grandchildren now, but Pat has none yet.) Recently Pat was asked how many antique cars he owns. He said 103. And how much money does he have invested in them?

"About \$75,000," said Pat.

Beer Smith has sold all his airplanes and has sold the "Fly 'N Fish." Recently he bought a small fishing boat, a sure sign he seeks tranquility.

During the winter of 1960-61, Beer had an automobile accident and banged up some of his ribs. That slowed down his driving afterwards and, at the time, when the doctors were examining him, they found to the amazement of everyone involved he had somehow contracted TB.

No Institution for Beer

Beer went to Shreveport for treatment. He went to Dallas. Finally they sent him to a state hospital for TB patients in San Angelo, Texas. There he learned he was in a state institution with regulations about the same as for mental institutions. Armed guards, bedtime checks, roll calls, all that sort of thing.

But Beer soon made up his mind he didn't like it there. Other patients told him he couldn't get out; if he did he'd be picked up. Beer played along with this idea, pretended he was regimented, then one night he slipped out, carrying a bag, and made it back to Marshall.

Arriving home he found a state order for his pick-up in the hands of a Marshall judge. But the judge is a director of the same bank where Beer is a director. The day after the accompanying picture was made, Beer was hospitalized in Dallas and operated for removal of the upper lobe of his right lung. Otherwise, he was declared healed completely. And the physicians who operated are directors of the San Angelo institution from which he fled.

So it appears that peace has settled upon that once broiling segment of East Texas. Still, one can't be sure. Pat has recovered from his ulcers. Beer will soon be sound again. Either of these is capable of making a liar of SAJ without any advance notice whatsoever.



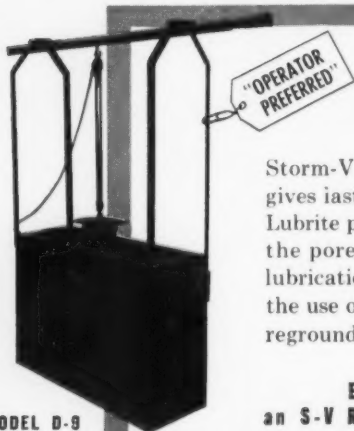
PREFERRED everywhere!

S-V CAMSHAFT GRINDER

Storm-Vulcan built the first camshaft grinders for engine rebuilders and automotive machine shops. The engineering design of Storm-Vulcan Camshaft Grinders assures accuracy within .001" of lift and 1° of specified timing. Camshafts ground on the precision engineered S-V Camshaft Grinder assure you the best engine performance.



MODEL 75



MODEL D-9

DURALUBE LUBRITE PROCESSING UNIT

Storm-Vulcan Model D-9 Lubrite processing gives lasting life to reground camshafts. The Lubrite process is an acid etching which opens the pores of the metal and affords positive lubrication. Eliminate camshaft failures with the use of the S-V Duralube process on every reground camshaft!

Every Rebuilt Engine Needs
an S-V Reground and Lubricated Camshaft!

Write for Free Literature on all S-V Equipment

Storm-Vulcan, Inc.

MANUFACTURERS OF AUTOMOTIVE ENGINE REBUILDING EQUIPMENT
2225 Burbank Street • Fleetwood 1-3735 • Dallas 35, Texas

New from Johns-Manville!



New dispenser protects better...prevents waste!

THIS BRAND-NEW DISPENSER keeps J-M Dutch Brand® Masking Tape fresh and clean—from the first foot of the roll to the last. It protects against shop dirt and grease . . . keeps tape edges straight and true . . . cuts the tape straight across for easier, neater masking in tight corners. And look what else you get with J-M Dutch Brand Masking Tape!

STICKS TIGHT! J-M Dutch Masking Tape grabs instantly, holds tenaciously to lacquers, synthetics and metal trim . . . won't "lift" or "sweat" off.

STRIPS CLEAN! J-M Dutch Masking Tape never

leaves residue. The special pressure-sensitive adhesive resists moisture, lacquer solvents and paint thinners.

NO PAINT BUILD-UP! J-M Dutch Masking Tape has a tough backing that's so thin it prevents bulky paint build-up . . . means better-looking jobs every time!

Ask your distributor about low-cost, time-saving J-M Dutch Brand Masking Tape in the handy new dispenser. Or write Dutch Brand Division, Johns-Manville, Box 14, New York 16, N. Y. In Canada: Port Credit, Ont. Cable: Johnmanvil.

Other top-quality J-M Dutch Brand Automotive Products include: Plastic, Friction, Rubber Tapes Channel-Pak • Rub'R-Shim® • Fender Pads • Cements.

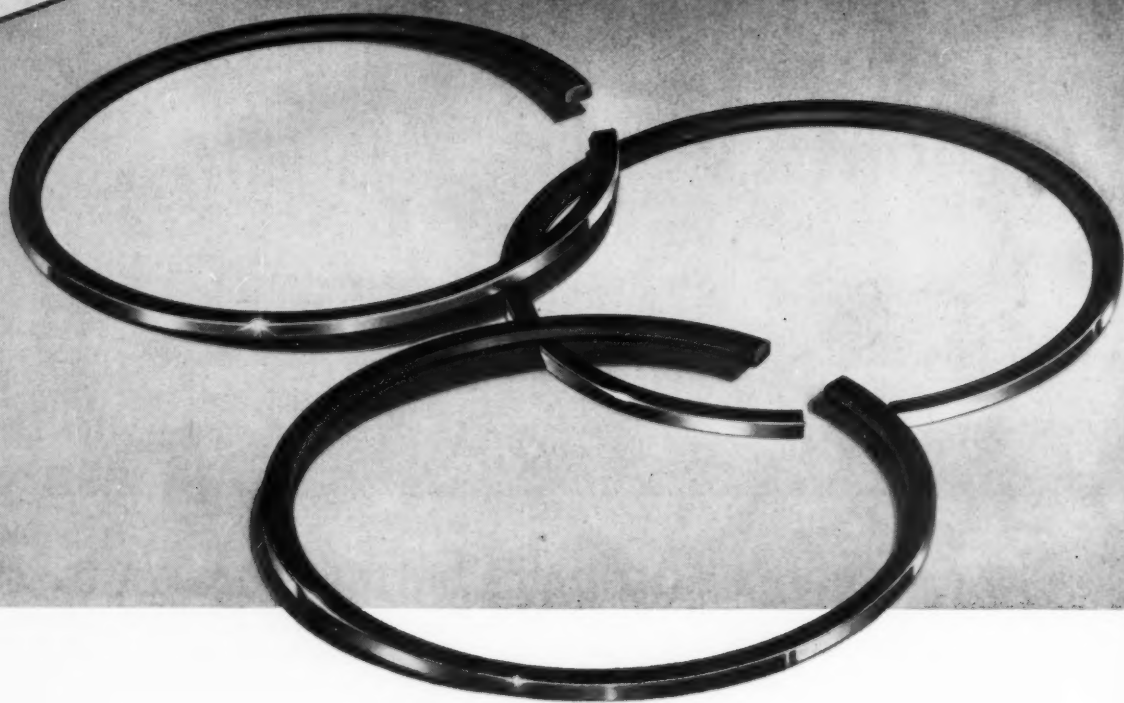
JOHNS-MANVILLE





Piston
Rings..

only
**McQUAY-
NORRIS**



*Your Guarantee of
Perfect Matched-Performance*

Engine Bearings...

MAKES BOTH



THE *Blue Box* LINE[®]
...synonymous with quality

© 1961 MCQUAY-NORRIS MANUFACTURING CO.

Most overhauls require both piston rings and engine bearings. It's a natural combination—and only McQuay-Norris makes both. For assurance of operating perfection, it makes sense to install McQuay-Norris "matched-performance" piston rings and engine bearings. They work efficiently together because they're made by the same company, designed by the same engineers, to lick the same major problem—oil consumption. Use them on your next job.



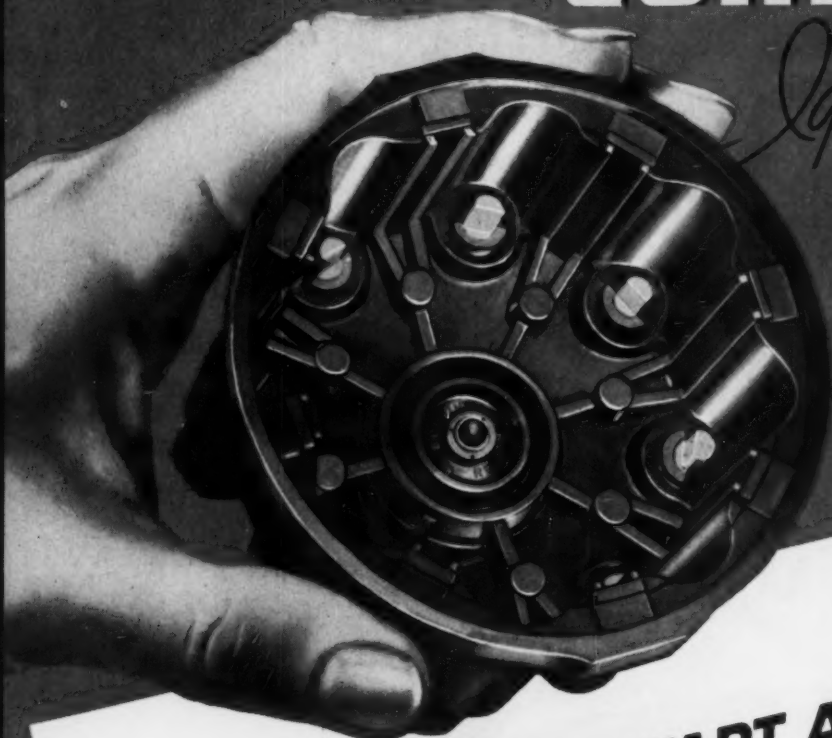
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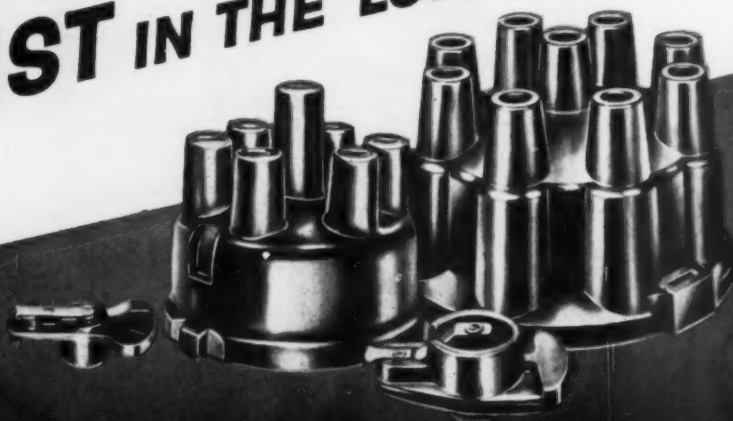
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ECHLIN

Ignition



**BETTER TO START AND
BEST IN THE LONG RUN**



ECHLIN

Ignition

UNITED

Brake Parts

THE ECHLIN MANUFACTURING COMPANY • BRANFORD, CONN.

UNITED PARTS DIVISION • CHICAGO, ILL.

ECHLIN - UNITED OF CANADA, LTD., TORONTO

IGNITION & ELECTRICAL PARTS • HYDRAULIC & POWER BRAKE PARTS • BRAKE CABLES • BRAKE FLUID • SPEEDOMETER CABLES



A dinner party held recently by the Independent Garage Owners of LaGrange, Ga., was attended by (l. to r.): seated, Hullett Williamson, president; Kenneth Bruce, manager of Cattle Auto Supply; James Embry, Manager of LaGrange Parts Co.; Ray Birdsall, owner of Piston Ring Supply; C. L. "Red" Salyer of Atlanta, president, IGO of Georgia; C. D. Bedenbaugh of Atlanta, state secretary; H. F. "Red" Reagin of Atlanta, IGOA past president; standing, J. W. Blanks, vice president of LaGrange unit; Gains Hart; Ralph Thompson and Russell Fryer, both of LaGrange Parts Co.; Raymond Burgess; Frank Darden; Fletcher Lane; Charlie Smith; Ross Magourik; Robert Bedell and Jeff Smith, secretary of the unit.

Deck Lids, Tailgates

(Continued from page 59)

or stands.

2.—Align hinge with scribe marks and install attaching bolts finger-tight.

3.—Attach left tailgate support arm.

4.—Using torsion bar, holding tool C-3449, align torsion bar support and guide bracket with scribe marks, install and tighten attaching bolts.

5.—Check tailgate hinge alignment and tighten attaching bolts.

Perfect Circle Reelects All Officers But One

REELECTION of all its officers except one has been announced by the Perfect Circle Corp., Hagerstown, Ind.

Donald H. Teetor is chairman of the board; W. B. Prosser, president, and Herman Teetor, George Rea, G. R. Baer, A. M. Brenneke, Drex D. Minshall and W. J. Platka, Jr., are vice presidents. Rea also was re-elected secretary-treasurer.

Declining reelection was Vice President Daniel C. Teetor, who has been a board member and a vice president since the present company was formed in 1928.



● Stop lamps, turn signals, warning signals, clearance and marker lamps, mirrors . . . you name it, Griffin makes it—better!

Pick up a Griffin product—look at it. You'll find it heavier gauge, sturdier, tougher, able to take years of rugged wear.

Griffin concentrates on fleet requirements. Every lamp and mirror are *fleet engineered* for longer life,

trouble-free service—and to keep maintenance costs at a minimum. All Griffin products comply with I.C.C. Regulations.

See your Griffin Distributor now. There are warehouse stocks in all principal cities.

THE GRIFFIN LAMP COMPANY
SHELBY, MISSISSIPPI





This 1923-model Hupmobile, complete with four cylinders, 600 x 23 tires and a mother-in-law seat, features wheel discs advertising A & E Garage in Struthers, O., and, according to owner Frank Hornyak, passed inspection in the Safety Check Lane "with a wave of the driver's derby." The antique, Hornyak said, "runs as good as it looks, thanks to our IGO Preventive Maintenance Personalized Service!" Its "stop, look and listen" qualities are emphasized by a back-fire and by retarding the hand spark. The wheel discs on both front wheels are mounted on spindles and stay upright and stationary as the wheels turn.

Building \$10,000 Sales

(Continued from page 46)

pair order. Many of our steady customers permit us to go ahead and carry out a reline job. Some want to be shown.

Most reline jobs are found during lubrications and brake adjustments. We advise our customers when to come in on brake adjustments. We tell them when their cars are left with us that we are going to inspect their brakes and check for safety.

Doing some 30 brake adjustments a week, we find these a source of relines by pulling wheels and checking.

In moving a car from one spot to another, or onto a lift, we always note the condition of the brake pedal. All of us have developed a sharp ear for the squealing brake in the driveway.

Our six general mechanics are kept currently schooled in brakes at manufacturers' sessions. All of long experience, our men are still required to attend brake classes. They assist and supplement each other when necessary on brake work.

Sometimes we throw as many as four mechanics on a brake job when it has to get out in a hurry.

One mechanic has learned to handle power brake units. While all of us are alert to the brake fluid leaking, indicating a defective power brake unit, it is only the specialist we employ who rebuilds power brake units. A rebuilt unit brings a sale of \$38.

Similarly, our mechanic who turns brake drums is the only specialist at this machine.

We offer no brake specials, conduct no brake promotion, provide no incentive to mechanics for discovering bad brakes.

But we do make safety inspections compulsory routine.

*you're
looking at the
greatest advance in
safety since hydraulic
brakes...*

SBD * **In-the-line
SAFETY BRAKE
DEVICE**

**automatically TAKES OVER WHEN A BREAK IN
THE LINE OCCURS... FRONT OR REAR...
PREVENTS TOTAL BRAKE FAILURE!**

Announced only a few months ago, editorial comment created an avalanche of potential customers who want to know, "Where can we buy it?" This amazing and foolproof device is a "must" for every vehicle with hydraulic brakes. Nothing can ever go wrong with it... takes less than 30 minutes to install and provides low cost "life insurance" every driver can afford. That is why Liberty Mutual Insurance Company safety-engineers choose the SBD* In-the-Line *SAFETY BRAKE DEVICE for installation on their Survival Car!

The SBD* In-the-Line
*SAFETY
BRAKE
DEVICE
SELLS FOR

\$14.95

PAT. NO. 2,921,440



Other patents pending.

It comes individually packaged and is merchandised with dramatic point-of-sale dealer aids. Sold through Jobbers on a selective basis. Write for literature.

ALEX MANUFACTURING CORP. • BUILDING 196 • N. Y. INTERNATIONAL AIRPORT • JAMAICA, 30, N. Y.

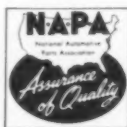


"I always use Monmouth in my racing cars . . .

. . . because my engines turn over at some pretty high rpm's and need a bearing that can take punishment. With Monmouth I race all season without bearing problems."

Mr. Carpenter has been racing modified stock cars for over ten years. In his customers' cars, as well as his own, he installs Monmouth Bearings exclusively—because he knows he can *always* depend on Monmouth's high quality.

If you want performance that pays off, use Monmouth Bearings in all your engine rebuilds. For instant service, call on your NAPA jobber. He can give you complete Monmouth service on all your engine bearing requirements.



says J. T. Carpenter
Carpenter's Auto Service
Waco, Texas

MONMOUTH Engine Bearings

CLEVITE SERVICE: Cleveland Graphite Bronze • Division of Clevite Corporation • Cleveland 3, Ohio



NOW YOU CAN REALLY SELL SERVICE

TUNG-SOL THE ONLY COMPLETE LIGHTING LINE

For All Heavy Duty and Emergency
Vehicle Use In the New Yellow and
Black Box.



For Normal Passenger Car Use In
the Familiar Red and Blue Box.



It Makes Dollars and Sense . . . to handle Tung-Sol Heavy Duty and Standard headlamps, miniature lamps and flashers—the industry's only complete lighting service line. Here is your opportunity to boost your profits from lamp sales through greater service reliability. One solid source, one high quality and 100% coverage of your requirements are only a few of the benefits you'll receive with Tung-Sol—the profitable

lighting line. Install Tung-Sol, the line specified by leading independent manufacturers. See your Tung-Sol supplier for details. Tung-Sol Electric Inc., Newark 4, New Jersey.

 **TUNG-SOL®**
HEADLAMPS • MINIATURE LAMPS • FLASHERS

Stations Bigger Market

(Continued from page 39)

dropped to 15%. Major repairs by dealers have declined in that same period from 36% to 23%, he added.

This picture was reflected in the latest study. For example, a year ago the SAJ survey showed 128 listing dealers as supplying 10% of their volume, but this shelved off to 105 this year.

A year ago 240 jobbers listed dealers as taking from 5 to 15% of their volume, but only 207 placed dealers in that bracket this year.

Taking the comparative figures for service stations and garages, the newest research revealed:

256 listed stations for 5 to 15% of their sales in 1960, compared with 163 listed for this year, showing how the stations have moved into the higher sales volume bracket for more jobbers.

And the same was true with garages: 133 listing them for 5 to 15% a year ago and 105 this year.

It's an open secret that the number of franchised dealers has been declining sharply since World War II, which could account in many localities for their being a smaller factor in the service market. Dealers



This carburetor class at Florence, one of many held throughout the state by distributors of Birmingham Electric Battery Co., Birmingham, Ala., was taught by Harley E. Short of Auto Electric Service, Florence, and Hollis C. Smith, state coordinator of education. Pictured here with Short and Smith, are Cecil Hargett, Billy C. Robertson, Elton Roberson, Aaron Harper and Roy Gene Wallace, all of Auto Electric Service, Florence; Robert Allen and Harvie Gist of Allen's Garage, Florence; Porter J. Yates, Thomas D. Tucker and Edward G. McMurtrey of T.V.A. Garage, Sheffield; Leon McMurtrey of McMurtrey's Garage, St. Joseph, Tenn.; Robert Green and James Colvert of Green's Service, Loretto, Tenn., and Bill Price of Melvin Young Motor, Florence.

have been reaching out for new-car sales over a much wider area, while servicing these cars, once they have rolled beyond the warranty period, has often been turned over to

nearer service and repair facilities.

The picture with fleets worsened for jobbers in the last 12 months. A year ago 165 jobbers listed them as absorbing 5% of their sales and

NEW!

completely modern...
accurate!
NIEHOFF ignition
testing equipment

All new, all the way through . . . from the sleek, modern styling of their durable outer cabinets to their built-in accuracy. This new NIEHOFF ignition testing equipment was developed to make you and your station a tune-up leader. You'll like their compactness, easy-to-read dials, simple controls, convenient handles, long trouble-free performance.

Your Best Off with NIEHOFF!

See the complete line of NIEHOFF Ignition Parts and Testing Equipment at your NIEHOFF Jobber—or write direct today.

NIEHOFF

AUTOMOTIVE PRODUCTS

C. E. NIEHOFF & CO. • 4925 W. Lawrence Ave. • Chicago 30, Illinois
Branch: 1330 West Olympic Blvd., Los Angeles 15, California





Members of the Mississippi Automobile Dealers Association's guaranteed warranty program committee, who met recently at Jackson to lay plans for a statewide used-car merchandising program, are (l. to r.): Max McLaurin of Jackson; Chester Burnham of Brookhaven, committee chairman; John Lee of Union; James E. Fowler and Paul G. Moak, both of Jackson, association president and vice president, respectively; Charles Floyd of Meridian and Larry Davis of Jackson, executive vice president. MADA, whose directors unanimously approved the Iowa-created program, announced its sponsorship to the public via a statewide newspaper campaign July 1.

209 placed fleets at 10%. This year the figures were 131 and 180.

Fleets were rarely accounting for much more than 10% for the reporting wholesalers.

A study of the accompanying graph will show that while service stations eased above garages over-

all, in the heavier percentage brackets you'll find garages accounting for greater sales volume for many jobbers than has been true for stations and dealers.

For example, in the 30 to 40% volume bracket, 225 jobbers listed garages, in contrast to 179 stations

and 151 dealers. No doubt this was a reflection of the fact that few stations do heavy repairs. Too, considerable merchandise is bought by stations from their oil suppliers which might otherwise be obtained from jobbers.

In the 5 to 15% volume bracket, dealers ranked ahead, 207 jobbers listing them as contributing to that extent to their sales. Stations came in second with 163 and garages trailed with 105.

Spencer Is New Manager Of Gates Rubber Sales

CHARLES R. Spencer, 33, has been named manager of the automotive-hardware sales division of Gates Rubber Co., replacing Drexel Mins-hall, who resigned to become its vice president in charge of marketing for the Perfect Circle Corp.

A native of Spencer, La., Spencer joined Gates as a part-time employee in the materials-handling department while studying for his master's degree between 1950 and 1952. In 1957 he was named manager of distributor sales for the industrial sales division and became field sales manager in 1959.



NEW! sales merchandising cabinets! new ignition assortments!

Completely new, functionally designed merchandising cabinets, handsomely styled to compliment your station. Each cabinet can be locked, features streamlined stock control and can be hung on wall or placed on modern legs. Service stocks are made up of the fastest turnover items selected to give you quick return on your investment.

Every assortment has free gift pack that more than covers cost of cabinets. In addition NIEHOFF supplies easy-to-use tune-up manuals, banners, posters, decals, signs, charts, catalogs and bulletins.

Your Best Off With NIEHOFF

See complete line of NIEHOFF Ignition Parts and Testing Equipment at your NIEHOFF jobber or write direct today.

NIEHOFF

AUTOMOTIVE PRODUCTS

C. E. NIEHOFF & CO. • 4925 W. Lawrence Ave. • Chicago 30, Ill.
Branch: 1330 W. Olympic Blvd., Los Angeles 15, Calif.

15 SECONDS

and a dime



...and this Delco-Remy



...Double Contact
Voltage Regulator is Adjusted
Accurately to a New Setting



Delco-Remy's External Adjustment Regulator shrinks a fleet's voltage-setting downtime to seconds. The only tool needed is a screwdriver—or a dime. No electrical checking equipment or warm-up period required. Accidental out-of-limit settings are simply impossible. ■ Changing from city driving to country? Or from winter to summer? Voltage settings can be adjusted almost instantly—and you know what that means to batteries and electrical systems. Longer life. Extra dependability. ■ Another thing: This new regulator has life-prolonging Double-Contact design that keeps generator voltage under strict control at every speed. How long will this Delco-Remy Regulator last? Almost twice the life of an ordinary regulator. ■ See how Delco-Remy piles one economy atop another? Insist on Delco-Remy Double Contact External Adjustment Voltage Regulators for every car and truck you own. They're painstakingly designed to save you money.

Delco-Remy
electrical systems

FROM THE HIGHWAY TO THE STARS
DIVISION OF GENERAL MOTORS • ANDERSON, INDIANA





Forty-three members and three guests attended the recent meeting of Automotive Advertisers Council at The Homestead Hotel in Hot Springs, Va., at which Albert Joseph, advertising manager of The AP Parts Corp. (No. 1 in photograph), was elected president. Other officers are Al Ballantyne (2) of Monroe Auto Equipment Co., vice president; George Thoma (3) of Thor Power Tool Co., treasurer; Alfred Roffman (4) of Standard Motor Products, Inc., secretary, and Norman Hull-Ryde (5) of Wix Corp., recording secretary. The four-day session dealt with current events and marketing problems in the aftermarket.

New Building, New Sales

(Continued from page 41)

any means such as newspaper, radio, direct mail or circular. Our guaranteed work was its own recommendation.

Our refusal to be compromised on patchwork for price-conscious customers, our adherence to a policy of cash (with only a few commercial accounts on credit for reputable and established firms) continued to make volume grow.

A need was fulfilled when shortly thereafter we built a 21'-by-24' addition to house a front-end rack. A three-sided cinder block building with coverage, the addition made possible a pit-type structure for the front-end machine, replacing one originally located on the floor. Finding the usual 25" height at which a front-end machine is positioned very limiting, we added 15" supports that elevated cars to 40".

Work is more easily handled underneath the front-end, speeding up time considerably. It is also easier to demonstrate to women customers what is wrong with a front-end and why repairs and adjustments are necessary.

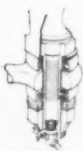
There may be one criticism of our layout—no office space. A desk and file in a corner of the new shop

MOOG SOLVED THIS PROBLEM:



How to take the slack and bind out of idler arms!

Ordinary idler arms with threaded or rubber-loaded bearings are often too tight when new, yet quickly wear too loose... resulting in (1) difficult, erratic steering (2) road wander (3) uneven tire wear



MOOG STEERING STABILIZER converts original equipment idler arm assemblies from rubber or threaded bearings to smooth ball-bearing action. The car owner notices the difference immediately in improved feel of the wheel, faster steering response and more effortless driving. Eliminates excessive steering play, permits better wheel alignment, prolongs tire life.

AND THIS PROBLEM:



How to make ball-joints fit snug... and stay snug!

All ball-joints gradually become loose due to the constant hammering of the wheel. Many are loose even when new! Results in (1) excessive tire wear (2) front-end noise (3) wheel shimmy



MOOG ADJUSTABLE BALL-JOINT has a special threaded plug that adjusts down with the twist of an Allen wrench and locks out front-end play. Permits custom-tuning of the ball-joint for perfect front-end alignment. Can be re-adjusted as necessary, thus providing a permanent solution to the loose ball-joint problem. And they pay for themselves through longer tire life!

are all allowed for. This happened because we were intent on making every inch of space productive, and secondly conceded that all of our paperwork is done at home.

The garage operator who has planned his own building and enjoyed the fruits of his practical planning may anticipate with great gratification the day when he can buy his own land and buildings. Our investment for land, buildings, equipment and improvements amounted to roughly \$48,000.

We had a serious, but temporary,

setback a couple of years ago when the state roads commission widened the highway and made access to our building a little more difficult. Despite a road under construction, we held our figures. Volume promptly began climbing the day the road was completed, and continues to climb steadily each month.

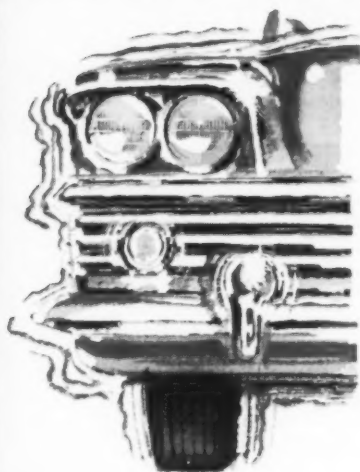
This brings me to a piece of advice I would like to pass along to garage operators contemplating rebuilding or relocation or remodeling with additions. Investigate *thoroughly* (I emphasize the word)



Appointment of Harold I. "Pat" Patterson as director of sales for Vought Industries, Inc., Dallas, Texas, has been announced by R. V. Lynch, vice president—marketing. Patterson was formerly director of the Chrysler Corp. Sales and Service Training Center in Atlanta, Ga. He joined Chrysler in 1954 as Plymouth regional used-car manager in Washington, D. C., later advancing to Plymouth regional manager in St. Louis. Vought manufactures mobile homes.

AND

THIS PROBLEM:



How to keep tie rod ends lubricated for longer life!

Ordinary tie rod ends develop "dry sockets" due to improper lubrication and quickly become loose through wear . . . resulting in (1) front-end shimmy (2) erratic steering (3) uneven tire wear



MOOG "GUSHER-BEARING" TIE ROD END features special porous bearings that soak up oil like a sponge.

They actually "breathe" lubricating oil to all bearing surfaces, thus preventing dry metal-to-metal contact for longer life of the unit. A MOOG Tie Rod End can't pull out, burn out or blow out! Corrects front-end shimmy and erratic steering, increases tire life.

THESE SPECIAL MOOG "PROBLEM-SOLVERS"...

build customer confidence by actually doing a better job than the parts they replace. They often open the door to other types of under-car repairs...leading to bonus sales of MOOG's complete line of coil action and other spring-suspension parts.

Start ringing up your share of these profitable under-car sales. Contact your MOOG jobber or distributor today!



MOOG MEANS MORE UNDER-CAR BUSINESS

MOOG INDUSTRIES Inc., St. Louis 33, Mo.

with your state roads commission, zoning commission or whatever powers there be in your highway planning area, to learn whether there are blueprints in the works to cut roads through your property, widen or alter streets. Avoid such a location, or restrain from further investment, desirable as it may currently appear. It is difficult to foresee the amount of disruption to your business.

On the other hand, when you find it safe to go ahead and materialize your dreams, circulate in the community and become active through membership in Lions, Civitan, Chamber of Commerce and or other worthy clubs and organizations. Your new garage will benefit from the friendly patronage of fellow club members, and good quality workmanship will cultivate their repeat business. Word-of-mouth promotion will do the rest.

TOWEL INFO WANTED

Ardmore, Okla.

Gentlemen:

On page 39 of SOUTHERN AUTOMOTIVE JOURNAL for May 1961 there was an article about a machine shop towel dispenser. We would appreciate your giving us the name and address of the company that makes this machine.

R. KENNETH MILBURN,
Ken Milburn-Ford

Glad to supply the information.



THE BEST of EVERYTHING

Quality . . . hardens with true surface firmness yet remains legitimately flexible. Safe on all counts. Easy to mix. Easy to use. Only plastic paste granted U.S. Government Stock Numbers. A Complete Line . . . 2 pastes to choose from. Flexible or Regular. 2 hardeners to choose from. Cream or Powder. Price . . . not the lowest. Not the highest, either. Promotions . . . at least 5 every year build extra sales . . . bring extra profits. Advertising . . . to the independent body shops, fleet owners, public transportation companies. Powerful. Consistent. Prestige . . . as a subsidiary of Baird Machine Company, 114 years of solid service stands behind FILLERite.

The best jobbers need FILLERite. FILLERite needs the best jobbers. Let's get together. Write. We'll send along our new catalog.

BAIRD DYNAMIC CORP.
1700 Stratford Avenue Stratford, Connecticut

Domination of World Markets Visualized for Compacts

WORLD AUTOMOBILE markets as well as the U. S. market are moving toward domination by the compact-car concept, according to George Romney, president of American Motors.

Speaking before the American Newspaper Publishers Association in Detroit recently, Romney said: "The effective combination of the best characteristics of the American automobile and the virtues of the smaller foreign cars—which set off a new revolution in American car design—is being felt increasingly abroad as world living standards improve."

Romney said that American Motors is expanding its plans for world market participation, with the latest step an agreement with Industries Kaiser Argentina for the manufacture of Rambler Classic models at that company's modern plant in Cordoba.

Production will begin early in 1962, he said, with other models in the Rambler line to follow.

Perfect Circle Acquires Schellens True Corp.

AGREEMENT on the acquisition of Schellens True Corp., Ivoryton, Conn., by Perfect Circle Corp., Hagerstown, Ind., has been announced by W. B. Prosser, PC president, and E. L. Schellens, president of Schellens True.

The purchase will be made by an exchange of stock, the details of which were not disclosed.

Schellens True produces turbine blades and wheels for gas and steam turbines, compressors, blowers, pumps and auxiliary equipment. The company will become a wholly-owned subsidiary of Perfect Circle and will be operated by its present management. Present facilities are operating at full capacity and immediate expansion is anticipated, it was announced.

Chrysler Names Joseph Used-Car Manager

ELMO L. JOSEPH, formerly merchandising manager for U. S. Simca sales, has been appointed national used-car manager for Chrysler Corp., according to E. C. Quinn, vice president—sales divisions.

A graduate of Washington University of St. Louis, Joseph joined Chrysler in 1949 as a division district sales manager in Baton Rouge, La. Subsequently, he held sales assignments in Jacksonville, Fla., and Atlanta, Ga. In 1958, he was named Simca central area sales manager, and in 1959 western area sales manager. He became merchandising manager in 1960.

Pensacola Elects Whibbs

Vince Whibbs of Vince Whibbs Pontiac has been elected president of the Automobile Franchised Dealers Association of Pensacola (Fla.). Vice president is Howard Mitchell of Mitchell Motors, Inc. (Cadillac-Oldsmobile), and W. L. Wheeler of S & W Motors, Inc. (GMC and Mack), is secretary-treasurer. Directors are Frank E. Welles of Muldon Motor Co. (Ford) and Jack Fiveash of Hill-Kelly Dodge, Inc. (Dodge and Jeep).



On behalf of the Middle Tennessee Girl Scout Council, Miss Polly Fesse, executive director for Girl Scouts, accepts a check "for several thousand dollars" from Harold Q. Forehand, president of the Middle Tennessee Automobile Wholesalers Association, while George "Pete" Peterson, association secretary and treasurer, looks on. For the past few years, the group has pooled money normally used for token-type gifts at Christmas to purchase gifts for community benefit. In this manner, the association has equipped an eye clinic, bought equipment for a crippled children's home and financed several permanent improvements at the Girl Scout camp. This year's contribution will be used to build a year-round camp building for the senior Scouts.

GMAC Accounts for 18% Of Cars on Time

APPROXIMATELY 18% of total automobile installment credit purchases and approximately 42% of credit purchases from GM dealers are financed by General Motors Acceptance Corp., a GMAC official said.

Before the house antitrust subcommittee considering the proposed legislation to force divestiture of sales finance companies which are subsidiaries of automobile manufacturers, GMAC Chairman Charles G. Stradella stated that the purpose of the GMAC testimony was "to clear up a number of incorrect and misleading statements" which have been made concerning GMAC and thus "set the factual situation in accurate perspective" for the subcommittee.

He declared that although GMAC has been in business more than 40 years, its competitors "finance over 80% of all automobile installment credit purchases and over 55% of such purchases from General Motors dealers."

Lifting Equipment for Every Service Need

Heavy jobs are faster, easier, safer

with

FLEET CRANES

No.
5-90



TRUCK MOUNTED UTILITY CRANE

½ Ton-1 Ton

Rugged, low cost cranes for mounting on delivery or service trucks. Adjustable telescoping extension boom, standard at no extra cost. Put extra mounting wells in several trucks, at machine tools, etc. for greater crane usefulness. Manual-hydraulic and electric-hydraulic models.

HYDRAULIC MOBILE SHOP CRANES

You can move these cranes to any spot in the shop — wherever there's heavy lifting to be done. Save time, money and backache lifting and moving heavy motors, machinery, boxes and crates. Built for long, trouble-free service.

No. 5-87
½ Ton

No. 5-88
¾ Ton

No. 5-89
1 Ton



Write for complete
information and price



EDGEWATER AUTOMOTIVE DIVISION

SAINT JOSEPH, MICHIGAN



SELL THE BRAND IN DEMAND!



FIRST EVERY YEAR
WITH ALL THE
NEW CAR COLORS



With the **EXTRAS** that give you the selling edge on competitive brands!

- The No. 1 choice of those who buy and expect a dependable, accurate color match for their car.
- Beautifully packaged in full color litho cans — means an always clean, fresh and attractive stock.
- Handsomely displayed in all types of merchandisers to fit your exact needs — **UNSURPASSED** point-of-sale promotion to ring up more impulse, self-service sales.
- The **ONLY** positively tamperproof cap seal—and the **ONLY** cap that **relocks** after use. **SPRA-LOK** prevents accidental or intentional spraying at point of sale.

YOU GET A FULL MARK-UP!

ADVERTISED IN
LIFE

RETAIL FAIR
TRADE PRICE
\$1.49
PER CAN



FINEST QUALITY AUTOMOTIVE LACQUER-ENAMEL

DUPLI-COLOR[®]

AUTO SPRAY*

AEROSOL DIVISION • DUPLI-COLOR PRODUCTS CO., INC., 2440 S. MICHIGAN AVE., CHICAGO 16, ILL.

* ALSO MANY OTHER USES AROUND THE HOME, SHOP OR OFFICE!

Monroe Auto Equipment Co.'s new Cozad, Neb., plant contains 100,000 square feet of manufacturing space and employs the most modern and highly automated production equipment available. Planned to serve the Monroe, Mich.,-based company's western market, the facility is designed for future expansion.

Monroe Auto Equipment Dedicates Cozad Plant

FORMAL dedication of Monroe Auto Equipment Co.'s \$4,500,000 facility at Cozad, Neb., took place last month approximately six weeks after it had been placed in production.

Designed to serve the shock absorber market west of the Mississippi, the plant is the company's fifth such operation. Others are in Monroe, Mich., and Hartwell, Ga.

With 100,000 square feet of manufacturing space, the new plant employs 250 persons. It has been designed for expansion, in line with the company's experience in Hartwell, where within five years the plant size was doubled and employment tripled.

Cozad is served by the Union Pacific Railroad and is situated on the transcontinental Lincoln Highway, Route 30, making it convenient to the company's western markets.

MORE COPIES, PLEASE

Charleston, S. C.

Dear Sir:

We have received such a good response from "Too Many Dealers Can't Figure" [page 41, June issue] that I would appreciate your having 12 copies of the June 1961 edition forwarded to Fort Sumter Chevrolet Co.

I. C. PENDARVIS,
Fort Sumter Chevrolet Co.

Anyone have any use for a few seven-buck checks? They're available, provided you have some good, original ideas. See page 129.

Nearly 75 Carolina maintenance superintendents and parts men attended the first seminar on lighting and I.C.C. regulations conducted by Brake Service Co., Charlotte, N. C., and Signal Stat Corp., Brooklyn, N. Y., in cooperation with the Grizzly Brake Division. Hosts were (l. to r.): William S. Gordon and Arthur Page, North and South Carolina Signal Stat representatives, respectively; Fred M. Dover, Jr., Grizzly sales representative; William A. Raftery, Signal Stat vice president for marketing, who was the principal speaker, and R. C. Wilkinson, president of Brake Service Co.



Safety Study to Seek Better Car Licensing

A COMPREHENSIVE study aimed at bringing greater order into state methods of registering and titling motor vehicles has been initiated through a grant from the Automotive Safety Foundation and will be carried out under the auspices of the Highway Research Board.

Automotive Safety, quarterly publication of the Automobile Manufacturers Association, said the project, now in the final planning stages, will take two years to complete.

The study is designed to evaluate present registration and titling practices in the states; help develop guides for lawmakers and administrative officials in dealing with current and future problems; foster uniformity among state laws and practices, and open new areas of information—through registration and titling processes—for urban planners, enforcement agencies, highway engineers and other interested organizations.

The publication stated that registration and titling play important but little-recognized roles in traffic safety. They aid in identifying vehicles and their owners in the event of an accident or law violation. Also, part of the fees collected in many states help finance traffic safety improvement measures.

Louis R. Morony, director of the ASF laws division, will head the project committee.

Echlin Promotes Sullivan

Vincent J. "Sully" Sullivan has been named sales manager of the United Brake Parts Division of The Echlin Mfg. Co. Sullivan began his career with Echlin in 1940 at 17 as a shipping clerk at the company's old New Haven, Conn., plant.



Now

sell more Brake Jobs with Dorman Tester and Stock!

A new combination to help you make more profit on brake jobs . . . the Dorman Brake Spring Tester that detects weak and unbalanced brake shoe return springs . . . and the No. BS 200 Brake Spring Stock that equips you to make the necessary replacement.

Insure your brake jobs with new Tester

A weak spring just can't be detected by looking, but can be spotted quickly on this new Spring Tester. Balance every brake shoe return spring to prevent "comebacks" . . . to be sure every brake job stays sold . . . to build customer good will. Attractive all-metal cabinet with clear plastic cover contains 64 highest quality brake shoe return springs . . . 16 of the fastest moving sizes . . . packed four springs per box, including three new heavy duty springs.

The Quality Line That's Easy to Find



HELPFUL BOOKLETS FREE!

On this and the following pages is an excellent selection of free Automotive literature. List numbers of those desired on the coupon and mail to SOUTHERN AUTOMOTIVE JOURNAL.

103 SAMPLES, BOOKLETS AND CATALOG SHEETS—Describing the DL Handi-Cleaner available on request. DL Products, Inc., Banite Bldg., Buffalo, N.Y.

106 CAP MERCHANDISER—How to increase profits by use of radiator and gasoline cap Merchandiser. The space saving Merchandiser saves you time and money while increasing sales and profits. Ask for detailed information. Stant Mfg. Co., 1620 Columbia Ave., Connersville, Ind.

108 ELECTRICAL EQUIPMENT FOR 1960 PASSENGER CARS—New booklet, fully illustrated covers description of units as well as servicing and adjustments of charging circuit, starting circuit and ignition circuit. Also covers D.C. and A.C. Generators. Delco-Remy Div., Technical Literature Section, Anderson, Ind.

109 AMMCO BRAKE SERVICE, ENGINE REPAIR, AND HONING TOOLS AND EQUIPMENT—Catalogs, describing the Ammco line of brake drum lathes, brake shoe grinders, brake drum micrometers, brake shoe-setting gages, brake hones, brake bleeders, brake safety checking instruments, pin fitting honing machines, small bore hones, cylinder hones, cylinder surfacing hones, ridge reamers and torque wrenches. Ammco Tools, Inc., 2110 Commonwealth Ave., North Chicago, Ill.

112 SOUND SLIDE FILM—Entitled "Automotive Wheel Bearings" is the first in a series of audio-visual aids designed to provide bearing salesmen, servicemen and replacement parts men with practical and useful information on various applications for ball, roller and engine bearings and on oil seals. Federal-Mogul Service, 11031 Shoemaker Ave., Detroit 13, Mich.

114 32 REASONS FOR OIL CONSUMPTION—An easy-to-use, indexed corrective manual listing 32 major oil consumption problems and remedies. Informative, illustrated, prepared by one of the top technical staffs in this field. Write—Oil Consumption Booklet, American Hammered, 2001 Sanford Street, Muskegon, Mich.

116 REMANUFACTURED ENGINE BROCHURE—New 6 page folder helps sell vehicle owners on the many advantages of remanufactured engines. The back provides space for the installer, the jobber, or the rebuilder to imprint his name. It provides an excellent sales aid piece for engine rebuilders and their jobbers to supply service outlets installing engines. Muskegon Piston Ring Co., Muskegon, Mich.

123 AERO-SEAL HOSE CLAMPS—An illustrated 4-page folder giving clamp ranges, mechanical information, engineering data, stock numbers, packaging, etc. Breeze Corps, Inc., 700 Liberty Ave., Union, N.J.

125 STANDARD DUTY GENERATOR REGULATORS—A 16-page 8½ x 11 inch booklet covering the operation and

maintenance of Delco-Remy regulators. (62 pictures). Contains illustrations showing various steps of adjustment. Will help automotive electricians understand and service regulators. Delco-Remy Service Department, Anderson, Indiana.

133 CATALOG NO. 56—Features more than 300 Champ-Items automotive replacement parts for all makes of cars. A handy service book. Champ-Items, Inc., 6190 Maple Ave., St. Louis 14, Mo.

134 MOOG RINGLINER—Illustrated piston ring catalog carries listings and product information on complete line of Moog cast iron, partial chrome and Chrome Plus lines. Moog Industries, Inc., 6650 Easton Ave., St. Louis 14, Mo.

140 PRESSURIZED COOLING SYSTEM—Servicing and maintenance of the pressurized cooling system is detailed in a booklet available from Stant Mfg. Co., 1620 Columbia Ave., Connersville, Ind.

141 MOOG STREAMLINER CATALOG—Carries exploded views, detail illustrations and listings of leaf springs, main leaves, spring parts, shackles, shock links, tie rod ends, drag links, king bolts, coil springs and other coil action parts for cars and trucks. Moog Industries, Inc., 6650 Easton Ave., St. Louis 14, Mo.

149 TIRE & TUBE REPAIR MATERIALS—are listed in this new 12-page catalog. Gives the complete line offered and also the stock numbers, quantity in package and the shipping weight. Ace Rubber Co., P.O. Box 6147, Dallas, Texas.

160 SUGGESTED SHOP PRICES ON MACHINE SHOP OPERATIONS—A 24-page booklet giving suggested shop prices on everything from align bore blocks to valve jobs. Prices represent average price gathered from jobbers in U.S. and Canada. Van Norman Automotive Equipment Co., 3640 Main St., Springfield 7, Mass.

163 TIRE TOOL CATALOG—Sheets show you the complete Ken Tool line giving specifications for each. Includes explanation of how and where each tool should be used to most profitable advantage. Ken Tool Mfg. Co., 768 E. North St., Akron, Ohio.

164 AIRTEX FUEL PUMPS—New and rebuilt fuel pumps. Catalog AX-70. Airtex Automotive Div., Inc., Fairfield, Ill.

165 SPARK PLUG SERVICE & INSTALLATION MANUAL, FORM 7K-18—18-page booklet gives type, construction, size, heat range, and service procedure of spark plugs. Also deals with spark plug tools and special installations, analyzes service conditions, gives hints for selling spark plugs, etc. Champion Spark Plug Co., Toledo, Ohio.

167 1960 LAMP & FLASHER SERVICE GUIDE—Includes following information: Vision-aid headlamp information, aiming instructions, installation instructions for sealed beams and manual service, complete auto lighting service, servicing directional signals, and specifications for 1946-60 American and European cars. Tung-Sol Electric, Inc., 95 8th Ave., Newark, N.J.

169 YOUR ANSWER TO VAPOR LOCK—New technical bulletin deals with vapor lock and hot-motor re-starts and explains how Filt-O-Reg helps prevent these conditions and increase engine efficiency. Alondra Sales, Inc., 959 Crenshaw Blvd., Los Angeles 19, Calif.

172 A-1919 FUEL PUMP SHOP MANUAL—Contains the operation, testing, repair, installation and removal of fuel and vacuum pumps. D. Dwyer, AC Spark Plug Div., Flint 2, Mich.

173 HYDRAULIC PARTS—Complete master catalog of the complete line of Eis hydraulic parts. Lists and illustrates the complete line of repair kits, hoses, stop-light switches, brake-master and wheel assemblies. Information complete up to 1961. Eis Automotive Corp., Middletown, Conn.

175 A-1920 SPARK PLUG SHOP MANUAL—Contains inspection, cleaning and installation procedures as well as spark plug heat range system. D. Dwyer, AC Spark Plug Division, Flint 2, Mich.

182 DIESEL SHOP MANUAL—76 pages, includes 275 illustrations, 56 engine reference tables and 26 parts lists. Bacharach Industrial Instrument Co., 200 N. Brad-dock Ave., Pittsburgh, Pa.

184 NEW ILLUSTRATED CATALOG of polishing and washing accessories. Includes information on M-19 Polishers, Dust Cloths, Synthetic and Wool Wash Mitts, Domestic and Imported Chamois, Buffing Discs and Bonnets, B-335 Cutting Pads. Pitt-Bar Mfg. Co., 3311 E. 45th St., Los Angeles 58, Calif.

185 PRESCRIPTION FOR BETTER ENGINE OVERHAULS—16-page booklet contains information on how to diagnose a case of excessive oil consumption and how to make the necessary corrections. Perfect Circle Corp., Hagerstown, Ind.

186 FILTER CATALOG—offers details on complete line of oil, air, fuel and cooling system filters. Lee Filter Corp., Talmadge Rd., Edison, N.J.

188 ELECTRICAL TUNE-UP TESTING EQUIPMENT CATALOG NO. 100 DB—Gives full information on each testing equipment item in the entire Herbrand line. Includes details on such items as Power Timing, Lights, Compression Gauges, Neon Tube Timing Lights, Tachometers and others. Herbrand Div., Fremont, Ohio.

190 COOLING SYSTEM CLEANING—Bulletin titled "Cooling System Maintenance an Open Door to Greater Profits," describes Jenny Steam Thoro-Purge the most modern and thorough method of reverse flushing cooling systems; also shows increased profits possible from its use. Write for Bulletin STP-5, Homestead Valve Manufacturing Co., P.O. Box 99, Coraopolis, Pa.

197 BATTERY TESTING PROCEDURE—Fully illustrated booklet gives step by step outline of fast, simple and accurate battery testing procedure. Also gives list of recommended testing equipment to have on hand. Delco-Remy Div., Technical Literature Section, Anderson, Ind.

205 HOW TO INCREASE ENGINE LIFE—90%—Illustrated booklet tells how to reduce wear to moving parts and insure better performance from automobiles or trucks by explaining the air filter—the vital piece of equipment through which an engine breathes. Fram Corp., Rumford Post Office, Providence 16, R.I.

INFORMATION CENTER



BOOKLETS • NEW PRODUCTS • ADVERTISEMENTS

**Help yourself to free literature
and more details on any prod-
ucts mentioned in this issue.**

Instead of writing a dozen different manufacturers for free literature and more information on parts, equipment, accessories or services, just insert the appropriate key numbers of the New Product or Booklet listings in which you are interested. For more information on advertisements, just indicate the page number on which it appears.

Be sure to print or write legibly your name and address—drop it in the nearest mail box and

SAJ pays the postage!

(Cards not valid after 90 days)

#2 JULY 1961

Send me these FREE Catalogs and Bulletins . . . Fill in numbers

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I want details on these New Products . . . Fill in numbers

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Send more information on following advertisements

(List page No. Also company name if more than one ad on page)

My Name Position

Company Name

Type of Business

Street

City Zone State

#1 JULY 1961

Send me these FREE Catalogs and Bulletins . . . Fill in numbers

--	--	--	--	--	--	--	--	--	--

I want details on these New Products . . . Fill in numbers

--	--	--	--	--	--	--

Send more information on following advertisements

(List page No. Also company name if more than one ad on page)

My Name Position

Company Name

Type of Business

Street

City Zone State

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can help
you get
valuable
information**



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Will be Paid
by
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No Postage
Stamp Necessary
if Mailed
in the
United States

BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 582, SEC. 34.9, P. L. & R., ATLANTA, GA.

Southern Automotive Journal
1760 PEACHTREE ROAD, N. W.
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HELPFUL BOOKLETS FREE!

206 THE SERVICE STORY ON SHOCK ABSORBERS—Handbook points out that one of every four cars on the road is in need of some kind of shock absorber service. It illustrates proper servicing procedures, including importance of periodic inspection of shock absorbers on air suspension cars. It is designed to simplify shock absorber installations. United Motors Service Div., 3044 W. Grand Blvd., Detroit 2, Mich.

209 EXTRA PROFITS WITH STEAM CLEANERS—20-page booklet showing several models of Hypressure Jenny steam cleaners, and illustrating many profitable usages of equipment in automotive and allied industries. Also folder on Cooling System Maintenance. Hypressure Jenny Div., Homestead Valve Mfg. Co., P.O. Box 348, Coraopolis, Pa.

211 SERVICE TOOL CATALOG—Illustrates and describes more than 70 tools designed to solve specific problems for the repairman. Each helps to speed up jobs, make operations easier, cut shop costs. Hastings Mfg. Co., Hastings, Mich.

214 THE WHYS AND HOWS OF VOLTAGE REGULATORS—Explains in simple language, every detail of Voltage Regulators—how they work, why they are important, how to adjust and service them. In 16-page handy pocket size edition, with many working drawings to clarify and illustrate the text. Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N.Y.

215 LAHER CATALOG PAGE—Both sides feature passenger car overloads and booster springs. Includes specifications and price. Laher Spring & Tire Corp., 300 Madison Ave., Memphis, Tenn.

220 1955 LASCO BRAKE SHOE APPLICATION CATALOG—Complete listing of brake shoe number, F.M.S.I. number, year, make and model of automobile. Available upon request. Laher Spring & Tire Corp., 300 Madison Ave., Memphis, Tenn.

222 "WHAT PRICE QUALITY"—Read how ignition parts should be made and why. "WHAT PRICE QUALITY" tells the story of the making of quality ignition parts. Written in non-technical language. Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N.Y.

225 THE "CAMEL COOLIE" VENTILATED SPRING CUSHION—Four color catalog page is now available. This newest product is hailed by the industry as a welcome addition to the Camel line. H. B. Egan Mfg. Co., Muskogee, Okla.

226 OIL LEAK DETECTOR—Bulletin from oil leak detector reveals internal engine conditions, uncovers main, rod or cam bearing wear, plugged oilways, starved bearings, before tearing down the engine. Also describes how the detector checks the completed overhaul and pre-lubricates moving parts before turning over the engine. Illustrates two sizes with maintained oil pressure—one for cars, one for larger truck engines. Federal-Mogul Service, 11031 Shoemaker, Detroit 13, Mich.

230 SIOUX TOOLS—New Catalog No. 58. Sixty pages. New items include Air Impact Wrenches, Air Screwdrivers, Valve Cleaners, All-Angle Drill Kit, Electric Screwdriver sets, and Pelican Nut Accumulators for use with impact wrenches. Also complete information on Valve Face Grind-

ing Machines, Valve Seat Grinders, Electric Drills, Hole Saws, Electric Bench and Portable Grinders, Wire Wheel Brushes, Flexible Shaft Machines, Electric Sanders, Abrasive Discs, Electric Polishers, Electric Impact Wrenches, Electric Saws and Flat Sanders. Albertson & Company, Inc., 3100 Lowell Ave., Sioux City 2, Iowa.

235 METHODS OF TUBELESS TIRE REPAIRING—An authoritative brochure with illustrated steps on the permanent repair of tubeless tires, using either the hot or cold vulcanizing methods is available from H. B. Egan Mfg. Co., P.O. Box 1406, Muskogee, Okla.

242 AUTOMOTIVE LINES—4-page booklet lists all of the Solder Seal chemical tools, giving part numbers, size, case contents, list and dealer prices. Radiator Specialty Co., 1400 W. Independence Blvd., Charlotte 8, N.C.

244 SPARK PLUG INSPECTION CHART—Form No. M-1433—A full color chart that can be tacked or taped up onto walls showing both normal and abnormal appearance of spark plugs plus tips on how to get top performance from spark plugs. The Electric Autolite Co., Toledo, Ohio.

251 NEW EATON CAP AND THERMOSTAT CATALOG—Illustrating and describing Eaton SAFE-CHEK and O.E.M. pressure radiator caps, thermostats, gas caps, oil filler caps, and the new Eaton cap tester and thermostat tester. Also catalog sheet showing special cap combination offers and new Eaton cap, thermostat and gasket merchandiser display cabinet which acts as an "automatic salesman" and saves time in checking inventory and ordering faster moving items. Eaton Mfg. Co., Stamping Div., Cleveland 10, Ohio.

255 TOOL CATALOG "X"—128 pages gives pictures, descriptions and specifications of the complete line of Snap-On Tools and shop equipment, including the latest electrical and electronic engine testing instruments, wheel aligning and balancing equipment, etc. Snap-On Tools Corp., Kenosha, Wis.

260 BODY REPAIR, RECONDITIONING & REINFORCING—4-page catalog sheet and envelope stuffer describes FILLERITE plastic paste and FILLERITE System. Includes uses, package sizes, specifications and instructions for applying. Plastics Division, Baird Dynamic Corp., 1700 Stratford Ave., Stratford, Conn.

261 SAFETY EQUIPMENT CATALOG—22 pages describes the full line of directional signals, reflectors, mirrors, flares, flags, fuses, stop and clearance lights, fire extinguishers and other products. Anthes Force Oilier Co., 20th St., and Avenue M, Ft. Madison, Iowa.

262 OIL FILTER SELLING AIDS—Wix-O-Matic, the guide to extra profits in oil filter service sales. A revolutionary merchandising concept featuring minimum, controlled inventory, guaranteed sales, perpetual stock control, Dial-O-Matic cartridge selector, cartridge installation charge guide, dealer franchise, plus choice of two eye-catching, money making merchandisers—floor cabinet or wall rack. Ask for brochure giving complete details. Wix Corp., Gastonia, N.C.

263 "WHAT'S UNDER THE HOOD?"—24-page illustrated booklet names and locates all the components under the hood of average car. Tells what each is, what it does and what attention the motorist should give it. Written with realization of importance of women as primary buyers of automotive maintenance. Wix Corporation, Gastonia, N.C.

264 TIRE VALVES, EQUIPMENT, AND TOOLS—Complete jobber catalog describes the entire line; giving numbers, description, packaging and weight of each item. Acme Air Appliance Co., Inc., 205 Newman St., Hackensack, N.J.

265 TIRE VALVE WALL CHART—Comparison chart shows application of tubeless tire valves by car name. Also shows the interchange stock numbers of other manufacturers. Acme Air Appliance Co., Inc., 205 Newman St., Hackensack, N.J.

268 HI-PRESSURE WASHERS—4-page brochure gives specifications, description and uses of the washers offered by Champion Pneumatic Machinery Co., 825 N. Pleasant St., Princeton, Ill.

271 AUTOMOTIVE CHEMICALS—4 page catalog gives description of each item in the Permatex line giving uses, parts numbers and sizes. Permatex Co., Inc., 300 Broadway, Huntington Station, New York, N. Y.

273 "HOW TO EARN BIG PROFITS IN BRAKE SERVICE"—Booklet tells how to spot and sell brake service prospects. Shows how a small investment in brake equipment will yield annual return of over 267%. Includes a check list of equipment and accessories necessary for a profitable shop. Ameco Tools, Inc., 2100 Commonwealth Ave., North Chicago, Ill.

274 EQUIPMENT CATALOG—New 24 page catalog includes Telaliner and Magnetic Gauge units, on and off the car balancers, body frame machines, safety testing equipment, and the tools and gauges for every phase of alignment work. Bear Mfg. Co., Rock Island, Ill.

275 PISTON RING—16-page booklet contains a description of the Modern Power features of Ramco Piston Rings complete with illustrations. Ramsey Corp., P.O. Box 513, St. Louis 66, Mo.

283 CARBURETOR WALL CHART—Three color 17" x 22" trouble shooter chart locates the sources of seven common types of carburetor trouble and gives specific causes and remedies. Hygrade Products Div., Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.

285 "INSTALL RATHER THAN OVERHAUL"—A booklet designed to show dealers, independent repair shops and installing shops the many benefits resulting from the installation of rebuilt engines. Write Muskegon Piston Ring Co., Muskegon, Mich.

293 MUFFLER INSTALLATION GUIDE—New 1959 Muffler Installation Guide includes photos and easy-to-read instructions for removing and replacing mufflers. Special suggestions and short cuts are given for particular car makes and models to provide a thorough guide for all types of installations. Walker Mfg. Co. of Wisconsin, Racine, Wis.

295 RETAINING RING AND PLIER SPEC SHEET—This helpful catalog sheet lists the pliers required for given sizes of rings; as well as indicating pliers needed for a given Shaft diameter or Bore diameter. Diagrams of Ring applications are shown on large and small equipment. The proper pliers for automotive needs are listed also. Proto Tool Co., Box 3519 Terminal Annex, Los Angeles 54, Calif.

296 METRIC TOOL CATALOG SHEET—Described are two new sets of Metric Sockets and attachments which meet a need on the professionals to service the mushrooming number of foreign cars now on the American highways. Proto Tool Co., Box 3519 Terminal Annex, Los Angeles 54, Calif.

299 SELLING RING JOBS—8 page folder entitled "The Sealed Power 4-Way Check Plan" shows you the essential points necessary for successful ring jobs. Will greatly assist you in doing a better selling job with customers. Sealed Power Corp., 500 Sanford Ave., Muskegon, Mich.

305 DUAL - PURPOSE TIRE REPAIR PATCHES—Illustrated catalog describing new Self-Vulcanizing Dual-Purpose Patches. Metal dispenser cabinet for shop use—patches packed in handy dispenser cartons. Monkey Grip Sales Co., P.O. Box 6170, Dallas 22, Texas.

HELPFUL BOOKLETS FREE!

NEW FRICTION TAPE DISPLAY — Illustrated catalog covering entire line of Monkey Grip Friction Tape and Plastic Electrical Tape, features new merchandising rack for carded Friction Tape. Also, counter display containers for boxed tape. Monkey Grip Sales Co., P.O. Box 6170, Dallas 22, Texas.

307 TIRE REPAIR MATERIALS, AUTO MATS, AND AUTOMOTIVE PRODUCTS—New complete 24 page catalog covering Monkey Grip Products for the Automotive Trade. Colorful, illustrated and informative. Monkey Grip Sales Co., P.O. Box 6170, Dallas 22, Texas.

308 TUBELESS TIRE REPAIR PLUGS—Molded rubber plugs for on-the-wheel puncture repairs in Tubeless Tires are described in new catalog. Plugs are available in complete shop assortment kit, consumer kit, and packages according to size. Monkey Grip Sales Co., P.O. Box 6170, Dallas 22, Texas.

309 ACILLOSCOPE AND TUNE UP MANUAL—A new manual explaining operation of AC's new ACilloscope spark plug tester and giving instructions for easy and accurate engine tune-up work. The 44 page manual contains more than 100 illustrations and is divided into five sections for easy reference. Advertising Dept., AC Spark Plug Div., 1300 N. Dort Highway, Flint 2, Mich.

311 TUNE UP SPECS — 8-page booklet containing latest 1961 ignition tune up specifications for trucks, small engines and tractors is being offered free by Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.

314 WAGNER BRAKE PARTS CATALOG—A handy ONE-POINT reference to fast-moving brake parts and lining, covering popular models of cars and trucks. Catalog also lists complete stock of shoe exchange sets, as well as CoMAX bonded lining segments available to those interested in bonding lining in their own shops. Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

315 BETTER IGNITION by Delco-Remy —16-page, 8½x11-inch booklet covering theory, operation and maintenance of Delco-Remy ignition equipment. Contains 71 illustrations. Will help automotive electricians understand and service ignition equipment. Delco-Remy Service Department, Anderson, Ind.

316 20,000 VOLTS UNDER THE HOOD—Covers the basic operation of the electrical units in the ignition circuit. It shows how battery voltage is built up to 20,000 volts at the spark plug. Delco-Remy Division, Anderson, Ind.

317 THE CRANKING CIRCUIT — This shows the units in the cranking circuit and how they operate together as a team to crank the modern automobile. Written in simple non-technical terms so it can be easily understood. Delco-Remy Division, Anderson, Ind.

319 BRAKE AND SHOCK CATALOG—20 page catalog and price list of Girling brakes and shock absorbers for imported cars. Covers popular models from 1948-1959. Includes brake and clutch supply tanks, lined brake shoes, brake parts, service kits, disc brakes and shock absorbers. Lucas Electrical Services, Inc., 501 W. 42nd St., New York 36, N.Y.

320 NEW DEALER CATALOG OF MOTOR REBUILDING EQUIPMENT — Features the complete Storm-Vulcan jobber line of engine rebuilding machines. Attractively printed in two colors, punched and slotted for inclusion in jobber salesman's catalogs. Storm-Vulcan, Inc., 2225 Burbank St., Dallas 35, Texas.

321 TRI-CON HOSE NOZZLE—Descriptive literature and price list on famous Tri-Con Hose Nozzle. Product has been used by industry, car wash, and home owners for over a quarter of a century. Molded Specialties, Inc., 19801 St. Clair Ave., Cleveland 19, Ohio.

322 SKY-RIDE SHOCK ABSORBER MANUAL—12 pages covering market potential, trouble shooting, engineering, installation, specifications, procedures and merchandising plans of the Thompson Sky-Ride Shock Absorber. Sales Order Dept., Thompson Products Replacement Div., Thompson Ramo Wooldridge, Inc., 6402 Cedar Ave., Cleveland 3, Ohio.

325 POWER STEERING REPAIR KIT CATALOG—Introduces Everhot's new line of KWICKY POWER STEERING REPAIR KITS. KITS contain all the parts necessary for efficient service of all GM, Ford, Chrysler, American Motors and Studebaker-Packard models, 1952 through 1960. Easy-to-follow instructions and exploded illustrations in every KIT. New catalog contains complete alphabetical listings by car make, model and year; listings by KWICKY KIT number; Interchange Data, and Exploded Illustrations. ASK for Catalog PK-260. Everhot Products Co., 2001 W. Carroll Ave., Chicago 12, Ill.

336 NEW FILKO IGNITION PARTS CATALOG—Big 160-page catalog contains complete listings of all Filko Ignition Replacement Parts for practically every make and model of car, truck, bus and tractor. New simplified listings make the new Filko Catalog exceptionally easy to use. F & B Mfg. Co., 4248 W. Chicago Avenue, Chicago 51, Ill.

339 COMPACT CAR COMPARISON — New booklet gives complete specifications comparing the Corvair, Falcon, Valiant, Lark and Rambler. The book provides complete details on performance, estimates, including fuel consumption, acceleration and top speeds as well as details on optional equipment and both automatic and manual transmissions. The Electric Autolite Co., Toledo 1, Ohio.

340 OIL, AIR, FUEL AND WATER FILTERS—Valuable information on oil, air, fuel and water filters. Complete selection of material to help you sell, install and service filters. Fram Corporation, Providence 16, R. I.

341 TRENDS IN TUBE AND TUBELESS TIRE REPAIR—12 page brochure, contains actual field case studies of two major truck fleets, a bus fleet, and 2 service stations in tire repair with electrical vulcanization. It examines each of these operations, pin-pointing each subject's benefits from and reasons for using Dillectric methods and equipment. Dill Mfg. Co., 700 E. 82nd St., Cleveland, Ohio.

343 CASE HISTORY REPORT—ENGINE BALANCING—A special report to fleet operators shows how Burlington Truck Lines, Galesburg, Ill., saved \$6000 the first year by balancing driveshafts, crankshafts, and fly-wheels on 2500 units. The report explains how the Bear No. 354 B & RV Balancer increased engine life 25% and reduced engine teardown time 20% for Burlington. Bear Mfg. Co., Industrial Div., Rock Island, Ill.

344 TELALINER SERVICES CATALOG—Contains 8 pages of pictures and descriptive material on Telaliner units, and shows how this electromagnetic machine quickly and accurately measures alignment angles. Bear Mfg. Co., Rock Island, Ill.

345 HYDRAULIC BRAKE WALL CHART—Spiral bound listing up-to-date parts information for passenger cars and

trucks, including listings for master and wheel cylinder repair kits, stop light switches and brake hoses. Els Automotive Corp., P.O. Box 701, Middletown, Conn.

346 INSTRUCTION PAMPHLET FOR PLASTIC PUTTY FILLERS—Colorful, illustrated easy-to-follow guide gives step-by-step body repair instructions using CLAW-PLAST fillers. H. Clausen & Co., Inc., Dept. SAJ, 1055 King George Road, Fords, N. J.

348 DIRECT OIL CONVERSION KIT — Catalog sheet describes kit for post-war 6-cylinder Chevrolets. Kit saves time and builds business. Contains copper tubing and fittings required for rocker arm lubrication of almost any postwar 6 cylinder Chevrolet. Planet Metal Products Corp., 964 Dean St., Brooklyn, N. Y.

350 1961 PISTON RING SPECIFICATION BOOK—Lists Hastings piston ring specifications for all popular cars, trucks, tractors and small bore engines, with numerical cross reference. Hastings Mfg. Co., Hastings, Mich.

351 AUTOMATIC TIRE CHANGING EQUIPMENT—New 12 page color catalog describes and illustrates complete May line of air and electric-powered tire changing machines and accessories. May Bros. Mfg. Co., 21300 Eureka Road, Taylor, Mich.

360 SPECIAL SERVICE STATION CATALOG—An 8 page illustrated catalog of John Bean equipment particularly well adapted to the service station and smaller garage operations. Includes wheel alignment, wheel balancing, car washing and headlight aiming equipment. Request Catalog L-1714 from John Bean Div., Food Chemical Corp., Lansing, Mich.

366 BODY-FRAME REPAIR EQUIPMENT CATALOG—16 page catalog describes and illustrates John Bean body and frame repair equipment available. Photos of typical operational set-ups are also included. Catalog L-1623. John Bean Div., Food Machinery & Chemical Corp., Lansing, Mich.

368 SEALANT APPLICATION CHART—Lists 11 products giving specific instructions, such as setting; drying; application use; temperature and resistance. Also the convenient Application Gun and Tip is illustrated. Permatex Co., Inc., 300 Broadway, Huntington Station, Long Island, N. Y.

369 NEW GAUGE CATALOG — Catalog A61B, describes in detail latest automotive gauges, including deluxe line of steering post mounted ampere, oil pressure and water temperature gauges; economy under the dash mounted gauges, plus combination gauge kits and individual ampere, oil pressure and water temperature gauges. In addition, the catalog also displays the tubing, fittings, panel brackets and light source kits necessary to make all installations. Accurate Products, Inc., 135 N. Spring St., Indianapolis, Ind.

371 AUTOMOTIVE REPLACEMENT PARTS CATALOG—Catalog No. A59, 18 section catalog covering automotive parts categories consisting of brake, wheel, steering, suspension, filler cap, electrical carburetor, fuel, cooling, engine, valve, rubber, exhaust, universal joint parts, plus supplies. Two sections are devoted to general parts. Distributing warehouses are listed on back cover. Accurate Products, Inc., 135 N. Spring St., Indianapolis, Ind.

373 IMPORTANCE OF PROPER LUBRICATION IN SEATING TUBELESS TIRE BEADS—Technical Service Bulletin No. 101 tells approved procedure for mounting and demounting tires. American Grease Stick Co., Muskegon, Mich.

377 TUBELESS TIRE SERVICING — 12 page booklet gives instructions, answers questions about mounting and demounting tires on 14" and 15" wheels; tells how to change the project from "Simply Awful" to "Awfully Simple". American Grease Stick Co., Muskegon, Mich.



NEW PRODUCTS AND CATALOGS

900—Lube Equipment

Lubricating equipment offered by Aro Equipment Corp., Automotive Division, Bryan, O., includes overhead reels, portable lubricators and waste oil drains and is said to be specifically designed to meet the need for high-performance equipment that will provide service customer with complete, one-stop maintenance.

"Safe-Gard" reels are available for use singly or in multiple banks to cover



the complete range of service needs—chassis lube, gear-metered, automatic transmission fluid, motor oil, air and water. They are available with light cord reel featuring an automatic latch to hold cord at any desired height. Lubricators are mounted on easy-rolling casters and are furnished for air or manual operation.

Want more info? Use coupon on page 113 and you will get it!

901—Universal Joint

"CB127OHD" heavy-duty universal joint announced by Republic Gear Co., St. Clair Shores, Mich., is designed for late-model Ford and Chevrolet passenger cars and several makes of light trucks.

The joint may be used in place of the "CB127OB" in vehicles engaged in high-power, heavy-duty service. It features more bearing rollers, deeper bearings, larger trunnion length and diameter and heavier center section.

Want more info? Use coupon on page 113 and you will get it!

902—Panel Catalog

Nearly 400 appearance replacement panels for repairing damaged or rusted-out bodies and fenders on practically every car on the road today are described in a 24-page catalog published by Slip-On Corp., 9523 Detroit Ave., Cleveland 2, O., which gives part number, price (list and net) for each panel, plus illustrations of typical rocker panels, fender sections, doglegs and door and headlight panels. Data on

plastic filler and other products is included.

Want more info? Use coupon on page 113 and you will get it!

903—Gasket Pliers

Designed for work on slant 6-cylinder engines—Plymouth, Valiant, Dart and Lancer, "475" crankcase gasket pliers introduced by K-D Mfg. Co., 526 N. Plum St., Lancaster, Pa., make possible the installation of rubber gasket at the front end of the crankcase.

Rubber nibs on the gasket are pushed up into positioning holes as far as they will go, then the "475," with its properly angled jaws, reaches over the flange, grips the nibs and pulls them completely through, properly seating the gasket, according to the manufacturer. Tool is 7½" long.

Want more info? Use coupon on page 113 and you will get it!

are you

caught in the "profit"

No matter how you cut it, today's overhead is squeezing profit margin thinner and thinner.

That's why it makes good sense to merchandise lines, the tested and proven lines, that offer you the **LONGEST PROFIT MARGIN.**

Let our Company's salesman show you how to **SWAP A SHORT FOR A LONG** one.

Avail yourself now of our **46 YEARS OF EXPERIENCE.**

Ask to see a Continental Man Today.

Continental
Hernando, Miss.

Memphis, Tenn.

**PISTON
RING CO.**

904—Steam Cleaner

For repair shops, garages, service stations, etc., with limited cleaning operations, "Model 100" oil-fired steam cleaner introduced by Malsbary Mfg. Co., 845 92nd Ave., Oakland 3, Calif., is caster-mounted and measures 35" long, 19" wide and 53" high.

Pressure range of 60 to 100 lbs. is said to be the same as most larger cleaners. A positive, non-fluctuating pressure control, designed specifically for the "Model 100," maintains pressure to within ± 1 lb. of setting. Other features include an air-atomizing burner, which reportedly assures complete combustion of fuel; orifice-in-nozzle, which develops a straight-ahead clean-

ing stream without fogging, and one-wire braid steam hose. Cleaner has hose and gun rack and can be easily moved through narrow aisles.

Want more info? Use coupon on page 113 and you will get it!

905—Tire Sealant

Guaranteed to protect user against flat tires for 20,000 miles, "Safeguard" tire sealant announced by Wilco Co., 4425 Bandini Blvd., Los Angeles, Calif., reportedly will instantly seal punctures, stop slow leaks and prevent rim leaks.

Product will not rust or corrode the rim, gum or ball up, or affect balanced tires, the manufacturer said. After it

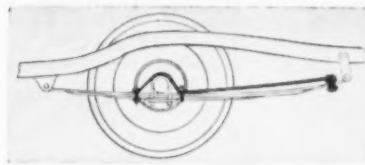
has been injected into the tire, "Safeguard" is evenly distributed throughout the tube or tire, providing rim-to-rim protection, it was claimed. About the consistency of cooked mush when stationary, it becomes liquid when tires are in motion. When a tire is punctured and the puncturing is thrown out, sealant is instantly forced into the hole by air pressure, reportedly effecting an air-tight seal.

Want more info? Use coupon on page 113 and you will get it!

906—Helper Spring

A single-leaf helper spring introduced by Tuthill Spring Co., Momence, Ill., reportedly can be installed in minutes on any popular make or model car or station wagon without loosening the main spring "U" bolts.

Spring is said to absorb both acceleration and braking torque, help



prevent bottoming, control rebound and make for better cornering, greater stability and all-around safer driving. It will carry overloads up to 800 lbs. effectively.

Want more info? Use coupon on page 113 and you will get it!

907—Flasher Kit

For volunteer firemen and other authorized emergency men who must use their own cars in response to calls, a twin-flasher warning lamp system in kit form announced by The Griffin Lamp Co., Shelby, Miss., is pre-wired and ready for easy mounting on front bumper flange.

Kit contains 2 individual 5" lenses, either red or amber. Unit is wired in circuit with hookup leads provided. Maximum light concentration lens optics are internally molded. Lamps are polished chrome with thin front-to-back profile. An illuminated on-off indicator switch mounts on instrument panel.

Want more info? Use coupon on page 113 and you will get it!

908—Needle, Seat Assembly

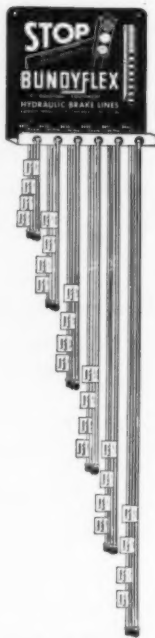
To prevent carburetor flooding and increase fuel economy, an improved needle valve and seat assembly introduced by Carter Carburetor, Dept. 820, 2840 North Spring Ave., St. Louis 7, Mo., reportedly "digests" dirt particles.

Resiliency of needle seat is obtained from a "soft collar" of a newly-developed compound set into the specially machined seat at the point of contact with the needle, according to the company. The collar flexes around dirt particles at the contact while holding the pressure. Cushioning the valve closure also prevents metal-to-metal contact, thereby insuring long life, it was claimed. The assembly is said to be self-aligning and the final adjustment less critical than with all-metal units.

Want more info? Use coupon on page 113 and you will get it!



"Makes no difference which year or model...
BUNDYFLEX
Lines fit them all!"



No. 3476 Dealer Assortment includes colorful metal wall display and complete car application data book.

Don't confuse ordinary, stitch-welded steel or copper tubing with original-equipment Bundynflex Metal Brake Lines... Bundynflex is the only safe copper-fused, double-wrapped steel tubing approved by every car manufacturer in the U.S. . . . now available in space-saving, money-making Dealer Display Assortment **No. 3476**.

- You'll always have the right brake line **ON HAND!** Services 95% of car and truck replacement needs!
- Contains 24 assorted 3/16" and 1/4" O.D. genuine Bundynflex Lines!
- Approved for safety and longer life under the most rugged conditions, yet cost less than ordinary, stitch-welded tubing!
- Comes ready to install! In pre-cut lengths, double-flared at both ends, with fittings assembled!
- Your profit: 35% *plus* installation profits!

Only Everhot Can Supply Genuine Bundynflex.
Order From Your Everhot Jobber Today!



EVERHOT PRODUCTS COMPANY

2001-9 West Carroll Avenue
Chicago 12, Illinois



CHICKEN COUPE?

A word about your new car storage problem

Do you find yourself cramming your new cars into unlikely spots all over town? Most dealers do, these days.

The basic difficulty lies with the product itself—an automobile is roughly 6 to 7 feet wide and 15 to 18 feet long, and you can't stack it or shelf it. On top of this, there's the growing necessity of stocking a wider variety of models, colors, and optional equipment. And the area needed for servicing is increasing, too. Since 1950, the U. S. car-truck population has risen by over 20 million—and we'll probably add that many more by 1970. All this adds up to a big business space problem. One that's going to get worse.

What can be done about it?

Short of new buildings and additions, the only answer lies in making more efficient use of existing facilities. Ways you can do this make mighty profitable reading—the kind of fascinating, productive reading found in every issue of *Profit Pointers*, The Associates Investment Company's monthly publication for auto dealers.

Each issue thoroughly analyzes one aspect of agency man-

agement. And for every problem raised, a down-to-earth workable solution is offered. In the discussion of space problems, for instance, we included sound advice from a dealership space architect and a detailed chart of space possibilities and plans for use in your agency.

If you'd like to receive a copy of this up-to-date, penetrating publication every month, call your Associates representative today, and we'll be delighted to put you on the list. It's free, of course—a part of the extra service you get at The Associates.

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909—Cleaning Punch

When inserted in the upper oil discharge hole to the rocker arm, an oil passage cleaning punch introduced by Rumstick 4, Inc., 411 Willett, Ave. Riverside 15, R.I., becomes a hydraulic ram driving a jet of oil through the offset passage, thus reportedly breaking up and clearing away restricting deposits of sludge.

Tool does not damage the engine, it was claimed, while with ease it clears obstructions of carbon and sludge that stop the flow of oil from the pump to the rocker arms in the oil passages through the head and block, including the jogs and turns in the various engines. The twisting passages are

cleared without disassembly of the head.

Want more info? Use coupon on page 113 and you will get it!

910—Ignition Tester

"T-45" ignition efficiency tester announced by C. E. Niehoff & Co., 4925 West Lawrence Ave., Chicago 30, Ill., is said to check quickly and easily: coil output; high resistance and opens in primary and secondary circuits; spark plug insulation; diodes in alternators; generator field windings; fuses, light bulbs; low-voltage shorted condensers; high or low carbon resistors in distributor caps.

Case is molded of tough, hard, rigid



plastic. Tester is shipped complete with leads, high-voltage pliers, distributor cap adapter and detailed instructions.

Want more info? Use coupon on page 113 and you will get it!

911—Brake Shoe Catalog

A 24-page 1961 bonded brake shoe catalog for passenger cars and light trucks announced by Grizzly Brake Division, 168 North Michigan Ave., Chicago 1, Ill., contains an alphabetical and numerical listing for 32 vehicle models. The inside back cover details merchandising aids available to jobbers and dealers, including giant curb sign, brake manual, island pole "A" and tacker signs and passenger car "trouble shooter" wall chart.

Want more info? Use coupon on page 113 and you will get it!

912—Engine Bearing

Recommended for all heavy-duty applications, "MI-1000" engine bearing announced by McQuay-Norris Mfg. Co., 2320 Marconi Ave., St. Louis 10, Mo., is said to offer extra conformability, embeddability and durability.

Starting with a precision steel back, bearing is built up with a sintered copper-lead lining. A one-thousandth-inch-thick layer of babbitt is then electrolytically applied over the lining and barrier. Bearing is finished by applying a pure tin flash to front and back. Anti-friction qualities of babbitt, plus strength of copper-lead, makes bearing easy on crankshaft, it was claimed, yet it won't pound out in hard service. The tin flash gives run-in protection and furnishes best heat-transferring contact with the bearing saddle and cap.

Want more info? Use coupon on page 113 and you will get it!

913—Hand Pump

"Dualmaster" 2-speed hydraulic hand pump announced by Owatonna Tool Co., 306 Cedar St., Owatonna, Minn., reportedly not only handles high-force, high-pressure requirements up to 10,000psi but delivers extremely high volume at low pressure (7.35 cu. in. per stroke from 0 to 200psi) to move cylinder piston to and from the work.

Tool automatically changes to the high-pressure stage when a load is encountered. Common cover plate, to which pump and valving are mounted, permits unit to be used with other than the company's standard reservoir. A versatile mounting pad on cover plate accepts either a 2-way valve for controlling single-acting cylinders or a 4-way valve for controlling double-acting cylinders.

Want more info? Use coupon on page 113 and you will get it!



Each item is tailored for **SIMPLICITY**

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SIMPLE to sell
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Customers simply re-order automatically!



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Hydraulic Wheel Cylinder Cups

... the most-needed selection for modern cars and trucks. Simple to sell and use—in dust-tight transparent pack.



Get Pilot's No. 99 Hydraulic Wheel Cylinder Cup Assortment and you're in business! Complete! Everything you need for old cars, new cars and trucks. Includes quick selection guide for all makes.

OUR SERVICE BUILT THIS BUSINESS—CAN HELP BUILD YOURS. WRITE FOR CATALOG.

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Also remember—Pilot offers a complete line of Universal Joints and Repair Kits.

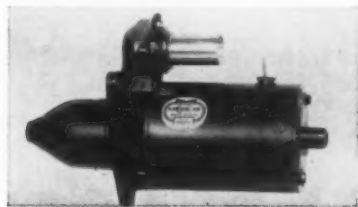
MOTIVE EQUIPMENT MANUFACTURERS, INC.

5253 W. Roosevelt Road, Chicago 40, Illinois

914—Rebuilt Starters

Factory-rebuilt duplicates of Chevrolet Corvair 1960-61 starters have been announced by Arrow Armatures Co., Fordham Road, Boston 34, Mass.

Every critical part of each starter is new or renewed and all are standard in



every respect, according to the manufacturer. Complete line includes also factory-rebuilt generators and starters for almost every passenger car, taxi and light truck, including late-model American and foreign cars.

Want more info? Use coupon on page 113 and you will get it!

915—Sealer, Cleaner

"Zacry-Seal No. 26-5" in platinum gray, a non-sanding primer-surface-sealer introduced by Zac-Lac Paint & Lacquer Corp., 350 Simpson St., N.W., Atlanta 13, Ga., reportedly may be applied with perfect results over acrylics, lacquers, enamels or bare metal, giving unusual filling qualities, excellent color hold-out and deep gloss to finishing coats.

The company's "No. 425 Kar-Klean" features a blend of solvents said to quickly cut and remove silicone, tar, grease, wax and road scum from all automotive surfaces. A wipe-on, wipe-off procedure reportedly saves time while giving a clean surface.

Want more info? Use coupon on page 113 and you will get it!

916—Battery Tester

Although operation of "Model T-1" battery tester announced by Christie Electric Corp., 3410 W. 67th St., Los Angeles 43, Calif., is simple, tests are said to be thorough and accurate.

Maximum effectiveness and accuracy are obtained by first determining battery's state of charge, then performing 2 tests, one supplementing the other. The "open voltage" test detects specific gravity variations and shorted cells. The "discharge" test will condemn batteries that are worn out. Simplicity of operation is achieved by the company's patented "cell balance test system," which compares the cells of a battery automatically. One simple connection is made to the battery before testing, it was claimed, and it is not necessary to change battery connections during tests.

Want more info? Use coupon on page 113 and you will get it!

917—Shock Mounting

Permitting low-cost repair where existing shock absorbers are good and damage is to cross-pin only, a cross-pin mounting and bushing announced by Champ-Items, Inc., 6191 Maple Ave., St. Louis 30, Mo., reportedly allows replacement of worn or broken cross-pins on shock absorber with normally non-

replaceable mountings.

Unit may be installed in 10 minutes on front or rear shocks, it was claimed, and does not require removal of shock.

Want more info? Use coupon on page 113 and you will get it!

918—Tappet Tool

Designed to adjust the tappets on all Ford products, "No. T-200" tool introduced by Herbrand Tools, Herbrand Division, The Bingham-Herbrand Corp., Fremont, O., is made of special alloy steels to resist the wear normally induced by contact with the hardened, self-locking tappet adjusting screws.

Hinged-action design allows the 1/2" socket to ride the moving tappet, fur-

ther lessening wear, it was claimed. Tool is supplied in a bright finish

Want more info? Use coupon on page 113 and you will get it!

919—Brake Shoe Catalog

Guide numbers on a 24-page illustrated lined brake shoe catalog published by Gatke Corp., 228 N. LaSalle St., Chicago 1, Ill., are said to make ordering the correct exchange of brake shoes—whether front or rear, or a complete set—quick and easy. Shoes for all passenger cars and light trucks are listed alphabetically and numerically.

Want more info? Use coupon on page 113 and you will get it!
(More New Products on page 124)

Safer repairs... more profit ... when Vulcanized with MONKEY GRIP "SIZZLE" PATCHES

Give customers the assurance of complete safety and satisfaction on every puncture repair... and build extra profits for you while doing it!

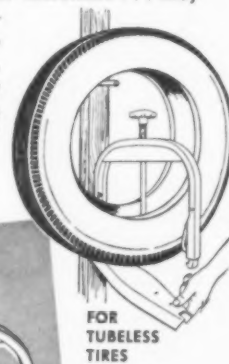
The Monkey Grip "Sizzle" patch way pleases your customers... they know the tire is safe... the repair secure... because it's VULCANIZED. No guess work or half-sure "quickie" method to cause safety worries. When "complete tire inspection" is a part of every job extra sales for other materials and services add greatly to your profits. Repairs with "Sizzle" patches are sure, safe and profitable!



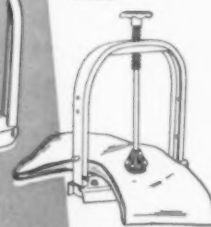
ONE PATCH... ONE CLAMP — Save Dollars On Equipment and Inventory!

"Sizzle" patches have Filler* Tabs to plug the hole. 2-sizes make all puncture or slit repairs. C-24 Clamp handles all passenger car size tires and all tubes.

*Patented



FOR TUBELESS TIRES



FOR TUBES

Use "Sizzle" patches for longer cuts or tears.



The World's Best

Your Monkey Grip jobber can supply you with materials and equipment for a complete tire and tube repair set-up. Call him today.

MONKEY GRIP
SALES CO. DALLAS 22, TEXAS



CASH-IN ON FAST LUBE SERVICE! If your lube bay is just an ordinary low-profit area, turn it into a gold mine with Alemite Strato-Line Lubrication Equipment. You save time and labor costs . . . get faster turnover! No other pumps give you such instant power—with no time lag every time the gun hits the fitting.

MEET A MAN MAKING MONEY

HE'S EARNING AN EXTRA \$1,000 PROFIT! And so can you . . . on automatic transmission refill fluid and service . . . doing an average of just five jobs a week for one year. A portable Alemite Strato-Line drain rolls into position instantly—extends and holds firmly at proper height. An overhead reel delivers exact measure of AT fluid, power-pumped from original drum—completely protected from contamination. Result: a profitable operation completed in minutes—with less labor cost—with no hazard of customer complaints from grit or foreign matter entering the transmission.

This is just another example of how Alemite's *complete line* of automotive service products makes it possible for you to speed up service—make bigger profits from increased volume.



ADD \$3,102 TO YOUR YEAR'S PROFITS! Just a single job a day with the Alemite Cross-Sight Wheel Aligner does it. Simple to operate, fast and accurate—you become an expert on the first job. Works wherever the car is—inside or out . . . whether on a level surface or not.



BIG MONEY-MAKER FOR SMALL SPACE! The portable Alemite Spray-Kleen Car Wash Pump gives you high-pressure cleaning—with no costly, space-wasting installation required. You can eliminate slow, time-consuming hand wash jobs—convert a "nuisance" service to high speed, profitable power washes!



MAKE AN EXTRA \$3,800 PROFIT! Do it with the famous Alemite "On-the-Car" Wheel Balancer averaging just two jobs a day for a year. Exclusive Hand Strobe Light and pickup gives accurate meter reading indoors or outdoors—proves to your customer the need for balancing—shows perfect results when the job is completed. Gives both up-and-down, side-to-side correction.



Dept. DH-71, 1850 Diversey Parkway, Chicago 14, Illinois
In Canada: Stewart-Warner Corporation of Canada, Ltd., Belleville, Ontario

Send for a free, fact-filled booklet telling the whole, big-profit story of Alemite Equipment. Indicate which specific products you are most interested in.



STRATO-LINE LUBRICATION EQUIPMENT ☐

Wheel Balancer ☐ Wheel Aligner ☐ Spray-Kleen Car Wash ☐

Name

Address

City Zone State

New Products

(Continued from page 121)

920—Falcon Manifold

Split manifold dual exhaust system for the 1960 and '61 Falcons has been announced by Douglass Muffler Mfg. Co., Bell Gardens, Calif., and is said to double the engine breathing capacity.

Instead of feeding all the exhaust gases into one pipe, the manifold releases them through 2 completely balanced exhaust systems, enabling all the firing chambers to empty themselves

quickly of all exhaust gas residue, according to the company. This reportedly eliminates up to 50% of the back pressure in the combustion chamber. Manifold is equipped with fully operating heat riser unit said to be important to the efficient performance of the engine.

Want more info? Use coupon on page 113 and you will get it!

921—Shave Plane Kit

For shaving excess plastic, a kit consisting of 3 types of shave planes announced by Hutchins Mfg. Co., 1302-08 East Colorado St., Pasadena, Calif., includes flat, concave and convex cutters.

Planes will fit every contour of

American and foreign cars, the manufacturer said. Tools are designed to shave excess plastic and eliminate the "dust storm" when dressing plastics.

Want more info? Use coupon on page 113 and you will get it!

922—Car Mats

Door-to-door, molded rubber car mat for front floors introduced by Monkey Grip Sales Co., P. O. Box 6170, Dallas 22, Texas, is designed to fit all standard cars and is offered in blue, brown, green, turquoise, red, black and white.

The "Air-Flite" has an embossed center triangle with flying eagle design.



Its rib and groove surface makes it easy to clean without removing from car, it was claimed. Each mat is individually packed in crush-resistant box.

Want more info? Use coupon on page 113 and you will get it!

923—Differential

Consisting of 2 basic operating parts—a balancing gear and a side gear—a differential announced by Dual Drive, Inc., 3597 Lee Rd., Cleveland 20, O., reportedly is designed to provide more efficient use of engine power for automobiles, trucks, buses, etc.

The entire unit is quickly interchangeable with a standard gear carrier, the manufacturer said. In operation, worms on axle shaft mesh with worm wheels to assure positive drive under all conditions. The worm wheels are interconnected by balancing gears for exact power division on turns, reportedly permitting ease and safety on turns without the tendency to push a vehicle straight ahead. Differential has no clutches, springs, locks or manual controls. A system of gears, acting as driving keys, transmits engine power to the rear wheels in exact ratio to the traction resistance of the wheels when the vehicle is in either forward or reverse motion.

Want more info? Use coupon on page 113 and you will get it!

924—Drum Lathe Adapter

Addition of a drum lathe adapter for mounting front drums on Comets, Corvairs, Falcons, Valiants and Lancers has been announced by Ammco Tools, Inc., 2100 Commonwealth Ave., North Chicago, Ill.

Now standard equipment with the company's "Model 3000 Safe-Turn" brake drum lathe, the adapter can be ordered for present owners of that model.

Want more info? Use coupon on page 113 and you will get it!

TORQUE WRENCHES



This Mark* Guarantees:

1. Guaranteed accurate forever within 2% of maximum scale reading.
2. The only wrench that permits accurate use of adapter & extensions. Patented pivoted handle permits concentrated load position—the only way to obtain accuracy with adapters and extensions.
3. Rugged construction. Can be stored in a tool box with other tools.
4. Easy to use as any socket wrench.
5. Signalling models and direct reading styles to choose from.
6. A complete range to choose from to meet every service application.

*These are the same torque wrenches used and recommended by leading engine and equipment builders.



Valve and Clutch Spring Tester

Test new as well as used springs. Match sets of valve springs for top engine performance. Check clutch springs to prolong clutch life.

FREE

Torque Specification Book for over 130 makes and more than 1200 models of automobiles, (U.S. and foreign) trucks, tractors, outboards, motorcycles, diesel, aircraft, marine and small air cooled engines. Spark plug, wheel bearing, valve spring data and many helpful torque tips sent free upon request, write Dept. 608



That White House Chariot

A NEW custom Presidential Continental built by Ford Motor Co. has been delivered to the White House Secret Service staff for use by the president.

The automobile replaces the 11-year-old "bubble-top" Lincoln used by three presidents in traveling more than 100,000 miles in the United States and abroad.

The navy blue limousine has more specially designed features and accessories than any automobile ever used for official duties at the White House. Major innovations include a series of roof combinations, a rear seat that can be raised and lowered automatically, retractable foot stands for Secret Service men, two two-way radio telephones and a master control panel for power accessories. (For a history of presidential cars, see page 127.)

The president can ride in the car in the open air, either sitting or standing. Assuring protection in all types of weather and for various conditions, the president also can ride under a metal roof, a transparent plastic roof or a convertible top.

An Elongated Convertible

The car, more than 21' in over-all length, is an elongated version of the 1961 Lincoln Continental convertible. It was designed by Ford technicians in cooperation with Hess & Eisenhardt, a custom-body firm in Cincinnati, O.

The car is divided into two compartments with a power-operated, sliding-glass partition separating the driver compartment from the passengers. The rear passenger area includes two folding jump seats and a back seat that can accommodate three people comfortably.

A unique feature of the car is the power-operated back seat which can be raised to a height of 10½" from the floor when the rear roof section is removed. The adjustable seat, which has foot steps for maximum comfort, permits the president to be seen easily even though seated.

If the president chooses to stand during a parade he can support himself by means of a metal railing situated over the mid-section of the car.

The rear seat can be illuminated with a non-glaring floodlight. Reading lights are in the rear corners of the metal roof.

Both the driver and passenger compartments have two-way radio telephones, heaters and air-conditioning units.

The interior of the car is outfitted in light and dark blue leather. The passenger compartment floor is covered with mouton carpet. Two lap robes, each embroidered with the presidential seal, blend into the trim

panel styling of the rear doors.

The car has a wide variety of roof combinations in metal, transparent plastic and convertible fabric. Combinations of each can be used interchangeably; or without any roof sections the car becomes an open air convertible.

The lightweight-metal, black formal roof comes in two sections. From the center pillar to the rear the roof has a black polished covering with a small rectangular rear window. The front section has a brushed-metal finish. When the car

how to turn thin air...



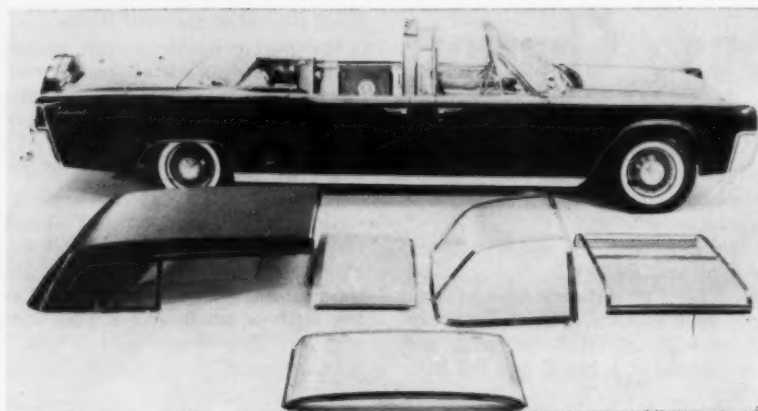
into fat profits!

Over 14,000 cubic feet of air are needed to burn one gallon of gas. Even an average cubic foot of air contains a million particles of dust...dust that chokes filters, ruins gas mileage and engine performance. A new LEE Air Filter turns that dust into money. Here's how: it takes only two minutes for you to install a flameproof LEE Air Filter—and you make a \$2 profit on every one! You earn big profits on LEE dual-action oil and gas filters too. And, because all LEE filters meet or exceed SAE, OEM and U.S. Government specs, you know you're selling quality. See your distributor or write today.

LEE originators of the FLAME-PROOF AIR FILTER for protection against underhood fires.

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The new Presidential Continental probably offers more flexibility of roof types to meet every occasion and condition than any other custom-built automobile. Laid out in the foreground are the two-piece metal top for formal occasions and sections of the transparent plastic roof. The new limousine delivered to the White House by Ford Motor Co. is the first presidential car equipped with a transparent roof for all compartments. Other options include fabric roof coverings for use as an open-air convertible, as well as combinations of the types for the rear, middle and front compartments.

is transported outside the Washington area the roof is crated separately.

The transparent plastic roof has six sections, each removable. A black convertible top comes in three sections. Both of these roofs can be

stored in the trunk.

There are two foot stands on each side of the car which retract automatically under the car when not in use by Secret Service men. Handles are concealed in the body lines.

At the rear of the car is a Continental spare tire design which is partially recessed into the trunk lid. Two additional foot stands are built into the rear bumper. Detachable grip handles can be mounted into the trunk lid area.

Flagstaffs on each front fender are illuminated by remote-controlled spotlights at night. Two flashing red lights are recessed in front bumper guards.

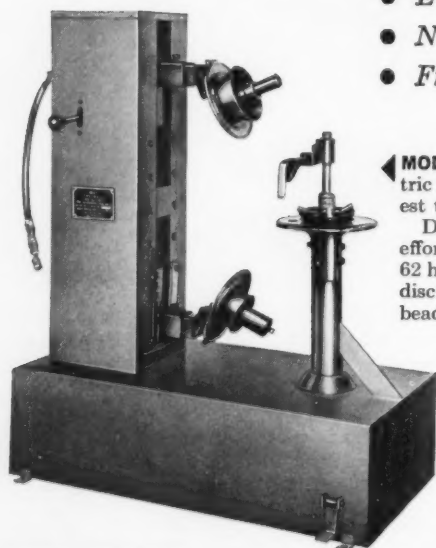
Other "built-in" accessories include a radio, emergency light, a fire extinguisher, an automatic trunk lid, a first aid kit, a siren and special storage compartments. Power accessories are controlled by the driver, who has a console unit on the dashboard with individual switches.

The car is 41" longer and three and one-half inches higher than the 1961 Lincoln Continental model. The wheelbase is 33" longer.

The car is powered by a standard Lincoln Continental 430-cubic-inch engine. A short turning diameter and power steering make the Presidential Continental easy to maneuver in close quarters. Heavy-duty parts are used on many of the chassis components such as suspen-

Compare these Power-Packed Changers for the Best Dollar Buy on the Market!

- *Easy-to-operate*
- *No sidewall scrape*
- *Frees beads instantly*
- *Maximum Air-Power*
- *All Steel Construction*
- *Full 1 year guarantee*

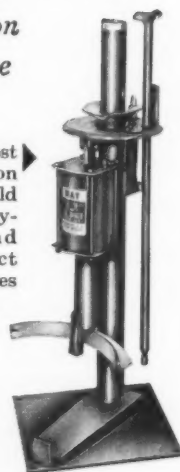


◀ **MODEL 62** The fully powered, air-electric Tire-Matic 62 is the fastest, easiest to operate tire changer available! Designed for high-volume, quick effortless changes the easy-to-operate 62 has a power turntable and double-disc bead breakers that free both tire beads at the same instant.

▶ **MODEL 58D** The low-cost 58D has a quick-action air-powered wheel hold down and an extra heavy-duty JET-FLO Bead Breaker. The compact 58D handles all car tires including 12" wheels.

Models from \$109.50

New 12 page catalog gives information on the entire May line of tire changing equipment. Send for free copy today!



MAY BROTHERS MFG. CO. 21300 Eureka Road • Taylor, Michigan

sion and springs. Structural supports have been strengthened considerably for durability and riding comfort on virtually any of the world's roads.

PRESIDENT'S NEW CAR

The new custom Presidential Continental which Ford Motor Co. has consigned to the White House automotive fleet (see page 125) has a heritage that goes back more than half a century.

William Howard Taft, whose administration began in 1909, is credited with approving the first official auto fleet for White House staff and Secret Service use. In fact, the credit rightly may belong to Mrs. Taft, who received a Pierce-Arrow just before the inauguration.

The practice of maintaining a White House fleet of loaned, leased or purchased automobiles continued through the terms of Presidents Wilson, Harding, Coolidge, Hoover, Roosevelt, Truman and Eisenhower and into President Kennedy's administration.

Automobiles, however, were not complete strangers to chief executives even before Taft. Documents collected by the Automobile Manufacturers Association indicate President McKinley "varied his usual program by a little spin in an automobile" on July 13, 1901—the first U. S. president to try out a motor vehicle while in office.

McKinley's sudden successor, President Theodore Roosevelt, preferred a horse he could ride, but the "Rough Rider" did appreciate the practicality of the motor car and occasionally called upon one for official, pleasure and campaigning use. The Secret Service had a White Steamer in the latter years of Theodore Roosevelt's term, but tradition has it that "T. R." never took kindly to cars.

Therefore, it was up to President Taft to "clean out" the White House stables and replace the horses and carriages with automobiles. Even so, it was not for another decade that the switch was completed and the automobile replaced the traditional "carriage and four" in the inaugural ceremony for Warren G. Harding in 1921.

When President Taft discarded the old White Steamer, the Pierce-Arrow began a long era—17 years or so—as the make in official favor. Then, President Coolidge reportedly switched to a Lincoln car because he liked the late Henry Ford. In more

recent years, a number of manufacturers have been represented in the official fleet.

However, predecessor-models of the new Presidential Continental were used extensively by presidents in the last 20 years.

A specially-built 1939 Lincoln leased by Ford Motor Co. to the government for use by President Franklin D. Roosevelt became one of America's most famous automobiles, known as the "Sunshine Special."

In use for 11 years and driven about 55,000 miles, the "Sunshine"

Lincoln convertible was transported throughout the world and probably carried more world-famous celebrities than any other car. The six-foot-high, 9,300-pound veteran, still mechanically perfect, was retired after 11 years in 1950 only because of its old-style appearance.

The "Sunshine Special" and other vehicles of its vintage were replaced by a series of oversized 1950 Lincolns leased to the White House by Ford. One of these Lincolns, a black touring car, was returned to Dear-
(Continued on page 136)

TRY IT!



Model
"DA"
(Not a disc)

You'll Buy It...

You can try National's "DA" Sander in your own shop without cost. Just call your jobber today and tell him you would like to try a Model "DA" for one week. See how the off center sanding pad revolves free and independent of the driving head. You'll note how this action produces an unusually scratch free surface . . . how no heat is generated . . . how wet sanding is unnecessary, and abrasive lasts longer.

You will see for yourself that Model "DA" does a better, quicker job of sanding prime, surfacer, and putty . . . of removing rock chips and scratches in color without going through the prime. No hand clean-up (except with tac rag), and the surface is ready for color, even Acrylics.

Call Your Jobber Today for Loan of National's "DA"
or write . . .



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ROCKFORD, ILLINOIS

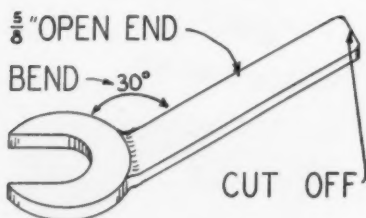


TIME SAVERS

Devising Tool to Remove Ford Brake Pedal Cable

FOR a tool to remove 1960-61 Ford emergency brake pedal release cables, I used a $\frac{5}{8}$ " open-end wrench, sawed in half, making a 30° curve in handle of open-end half by heating and bending.

Remove light switch from the dash and let it hang, while removing nut



from the cable with the special wrench. This tool simplifies the removal of the nut in this close place and saves much time.—*James L. Martin, c/o Ray's Garage, Harts-horne, Oklahoma.*

Removing Bushings From a Blind Hole

WHEN removing bushings from a blind or bottom-end hole, such as a generator or starter end plate, most mechanics might say they cannot be removed and start to chip them out.

To accomplish this job, I place a tap in a vise—one that will just catch a small portion of the bushing—then take end plate and start turning it clockwise. When the tap

reaches the end of the hole, continue turning and it will push the bushing out. On a Ford generator bushing, a $\frac{5}{8}$ N.C. tap is required.—*Robert Kumlacky, 4113 Victoria Avenue, Dickinson, Texas.*

Showing Up the Leaks In Torque Converter

AIR pressure can be applied to a torque converters to find leaks by assembling a valve stem to a radiator test plug.

Place the unit in open end of the converter. Tighten nut to expand test plug and seal opening. Application of air pressure will show up leaks.—*E. Mayover, 1601-14th Street W. (U. S. 41), Bradenton, Florida.*

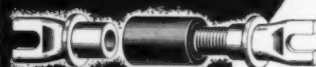
POWER STEERING CYLINDER SEALS For FORD, MERCURY &

THUNDERBIRD. No need to remove old seal or drain fluid! Installs in less than 30 minutes using only an allen wrench. Lifetime seal locks in place perfectly, remains leak-free even when rod and idler-arm bushings are badly worn.

LIST: \$4.00 Kit, packed 6 per box.

No. 606 1957-'58
No. 607 1960
No. 608 1961
(except Thunderbird)

PROBLEM SOLVER



No. 616

CROSS-PIN SHOCK ABSORBER MOUNTING & BUSHING

For all cars with cross-pin type mountings, front or rear. Saves good shocks and provides replacement for normally non-replaceable cross-pins! Saves customer up to \$25.00 . . . saves you time and inventory problems . . . install in ten minutes without removing shock from car.

LIST: \$1.50, packed 6 per box.

Order from your jobber!

CHAMP-ITEMS, INC. 6191 Maple Ave. • St. Louis 30, Mo.



GOT A GOOD

\$7

IDEA?

will be paid for every time-saver or shop short-cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Automotive Journal, 1760 Peachtree Road, N.W., Atlanta 9, Ga. Rejections cannot be returned.

To Ready Small Dents For Filling, Painting

WHEN car owners in this vicinity recently suffered hail damage in the form of small dents all over the upper parts of their vehicles, I made the tool shown here to clean the paint from the dents (without a sanding machine) and to reduce the size of the space to be cleaned for filling.

From a piece of pipe about the size of a 50-cent piece, make a cutter, using discarded sanding disks



with good grit near the center. Bore a hole in the center. With a length of $\frac{1}{4}$ " steel tubing, backed up by a flat washer, the disk is secured to the pipe with a steel self-threading screw. Chucked in a $\frac{1}{4}$ " or $\frac{5}{16}$ " drill, tool is easy to handle and the paint is removed only where the metal is bent. Any size disk can be made, depending on the job to be done.—B. Y. Jamerson, Pelham Motor & Tractor Co. (Ford), Pelham, Georgia.

Eight Renault Dealers Named for Southeast

APPOINTMENT of eight authorized Renault dealers in four Southeastern states has been announced by Eric P. Clarke, general manager of Renault Southeast, Inc.

Four dealerships situated in Florida are: Skip Brown Auto Sales,

Lakeland; Imported Motors of Ft. Lauderdale, Ft. Lauderdale; Long Walker Motor Co., Inc., St. Petersburg, and Sports Cars of Tampa, Tampa. Others are Rocket City Motors, Huntsville, Ala.; Maloof Motor Co., Inc., Columbus, Ga.; Gold Seal Motors, Rome, Ga., and River-view Motors, Vicksburg, Miss.

FOREIGN TO FOREIGNERS

In a capricious moment, Arthur L. Rustin of Decatur, Ga., owner of one of the last models manufactured by

Hudson, changed the lettering on his car to read "HOUNDS."

Pulling into an ice cream drive-in recently, Rustin happened to park his handsome, well-kept automobile near several Latin Americans, who did a doubletake upon observing the name.

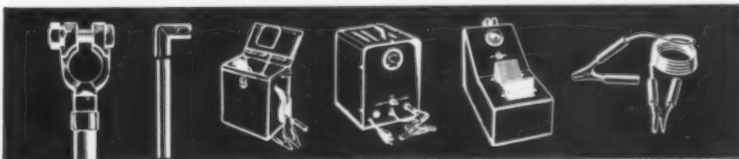
Gesticulating with ice cream cones and querying one another in their language, the men went from front to rear of the car in an effort to discover some point of familiarity. Highly amused, the owner sat back and enjoyed their bewilderment.



SPARK PLUG TERMINAL, PLUG VAPOR SEAL AND DISTRIBUTOR NIPPLE ALL BEND TO ANY ANGLE ON NEW PATENTED UNIVERSAL IGNITION SET

No more stocking and selection problems with new Silver Beauty spark plug wire sets! All parts are designed to bend exactly as needed to fit the tightest spots. Three sets (for 4, 6 or 8 cylinders) cover every

application. Terminals and protectors for spark plugs and distributor bend to any angle. Protectors seal plugs and distributor against dirt and vapor, prevent fouling. Triple-A Specialty Company, Chicago, Ill.



EVERYTHING FOR THE BATTERY BUT THE BATTERY ITSELF!



This brake clinic sponsored by Walter S. White Auto Parts, Inc., of Birmingham, Ala., for the Birmingham unit of Independent Garage Owners of Alabama was well attended. Co-sponsor was Grey-Rock Division.

Eaton Mfg. Opens Research Center

A \$1,300,000 research center dedicated to the pursuit of new products, new ideas and new processes was opened last month by Eaton Mfg. Co. on a nine-acre site in Southfield, Mich., just north of Detroit.

Housed in the center is another \$1,000,000 worth of the latest mechanical, metallurgical, chemical and electrical equipment for use in the company's expanded research and development program.

The facility's main responsibility is the development of new products. It will also engage in improving and refining existing products in the automobile, truck, industrial and marine fields. Initially, the center will be staffed by 76 people, including 30 engineers, under the supervision of Sidney Oldberg, director, and Robert Brown, associate director.

"DEPRESSION" ORCHID

Decatur, Ga.

Dear Sir:

I have just finished reading your article "Depression's Ahead" [page 31, May issue] for the third time. Just wanted you to know that we enjoyed it and learned something at the same time.

CHARLES W. GLASS,
Charles W. Glass and
Associates

A CRUSHING SUCCESS

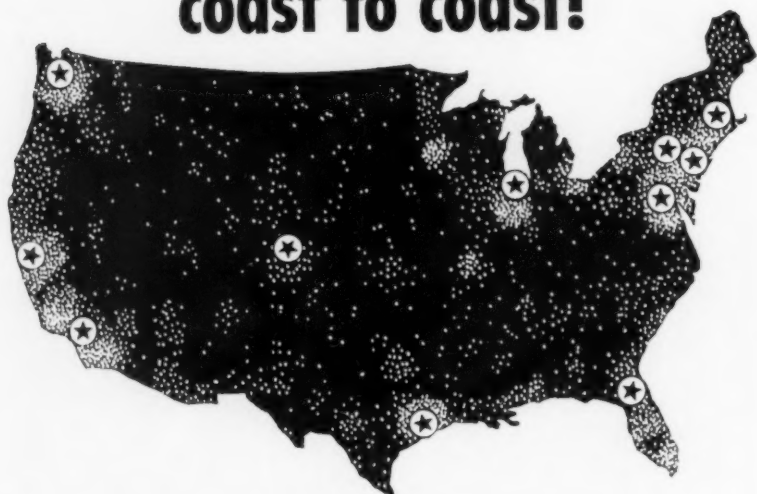
Smashing his car proved to be a smashing success for Ray Collins, a Wake Forest, N. C., senior.

A junkman offered Rollins \$10 for his 1947 automobile, but Rollins turned him down. Instead he allowed other students to take whacks at the old car with a sledge hammer at 25 cents a blow.

Thus, Rollins said, his car smash "gave the fellows a chance to let off exam tension"—and netted him \$18.

Grab yourself some seven-buck checks. Others have been doing it. Turn to page 129 and see.

**LUCAS gives you "on the spot" service,
coast to coast!**



**Every Dot's a LUCAS Dealer or Distributor,
Every Star's a LUCAS Factory Branch!**



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SEATTLE 8, Wash., 5516 First Ave. South

BOSTON, Mass., Southwest Pk.,

Rt. 1 at Rt. 128, Westwood

DENVER 7, Colo., 6001 E. 38th Ave.

BALTIMORE 6, Md., 7114 Commercial Ave.



Guiding the affairs of the Texas Automobile Dealers Association for the coming year will be (l. to r.): Charles F. Turbiville of Turbiville Motors, Inc., San Antonio, third vice president; John H. Nash, Jr., of Capital Chevrolet, Inc., Austin, second vice president; C. C. Gunn of Gunn-Betts Oldsmobile, Inc., San Antonio, president, and Joe Bob Kinsel of Kinsel Motors, Beaumont, first vice president.

Wix Corp. Will Enlarge Gastonia Operations

WIX CORP., filter manufacturer in Gastonia, N. C., began construction last month on a \$750,000 plant in West Gastonia which will provide 125,000 square feet of floor space and enable the company to consolidate its manufacturing and warehouse operations presently scattered over eight locations.

The company has 800 on its payroll and no additional jobs will be immediately created by the consolidation, it was announced. However, the extra floor space reportedly will provide room for any future expansion in the manufacturing phase of operation.

President Leon Alexander said his company is running on a full-time schedule with many employees working on an overtime basis.

The plant will be situated on the presently approved route of the new I-85 highway, which is scheduled to run along 1,200' of the Wix property. The present main plant on East Ozark Street will continue in operation.

Chicago Pneumatic Names Readman President

NORMAN Readman has been elected president of Chicago Pneumatic Tool Co., succeeding Guy J. Coffey, who became chairman of the board.

Coffey succeeds H. Arnold Jackson, who will continue as a director and chairman of the executive committee. Thomas F. Noonan was elected vice president and comptroller, while Carra L. Lane was named vice president and manager of plant operations.

American Motors Names Secrest

Election of John C. Secrest as vice president—purchasing of American Motors Corp. has been announced by President George Romney. Secrest, 38, will be responsible for all automotive and appliance purchasing, reporting to B. A. Chapman, executive vice president, and stationed at headquarters in Detroit. He had been a purchasing executive with Ford Motor Co. since 1948.

"Those gas masks and gloves WERE a drawback ... before BOND-TITE"

"This is me *before* BOND-TITE. Gloves, gas mask and nasty disposition. Then I discovered BOND-TITE PLASTIC FILLER. Now the fumes are gone—and so is the gas mask and gloves. Smoother-working, flexible BOND-TITE makes all auto body repair jobs quicker, easier—and leaves more time for my special hobby."

BOND-TITE
FLEXIBLE
SPECIAL BLACK FORMULA

You're Always Right with **Oatey**
THE L. R. OATEY CO. CLEVELAND 35, OHIO

Mfr. of Bond-Tite Products: PLASTIC FILLERS • BODY PANELS • PLASTICATORS • SOLDERERS & FLUXES

AMMCO

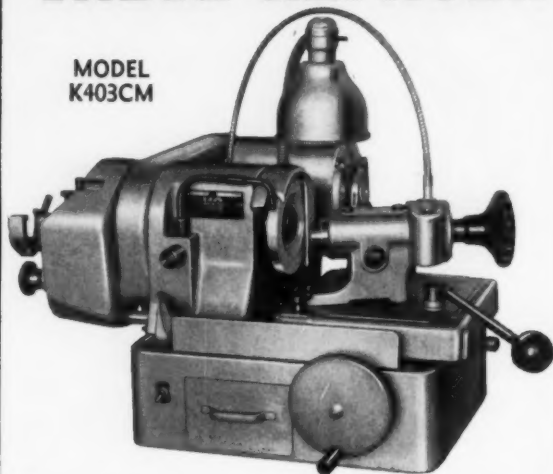
RIDGE REAMERS

NEW #7100 **FAST #2100**
CANTED BLOCKS EASY-TO-USE
3" to 5" 2 1/16" to 5"
FAST CUTTING CARBIDE

AMMCO NORTH CHICAGO, ILL.
SEE YOUR AMMCO JOBBER

IF YOU WANT A VALVE REFACER

MODEL
K403CM



That will operate continuously for ten, fifteen or twenty years without a major overhaul, then there is only one machine that you can buy that will fulfill this requirement, that is the K. O. Lee "Lifetime Refacer".

Clip ad to your letterhead and send for proof

K. O. Lee Company, Aberdeen, S. D.

HOW THE SUCCESS OF High-Type Asphalt pavement can mean new tax savings for your highway program:

The number one choice of America's state highway engineers for the past two decades has been modern high-type Asphalt pavement. Advances in engineering know-how, in Asphalt technology and in development of the mechanical paver, in 1958 alone, increased the use of high-type Asphalt pavement by 618% over the year 1940.

Millions of your tax dollars have already been saved due to the more economical construction and low maintenance costs of modern Asphalt pavement. Recent engineering advances have developed new DEEP STRENGTH Asphalt pavement which will provide even better performance and pavement economy in the future. These savings can mean more and better local and interstate roads for you.

Get all the facts now. Write today for free copy of THE BETTER WAY TO BETTER ROADS.



*Ribbons of velvet smoothness . . .
ASPHALT-paved Interstate Highways*

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Atlantic-Gulf Division
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Washington, D.C.

Motor Vehicle Registrations Increase 3.3% in 1960

MOTOR VEHICLE registrations in the United States totaled 73,895,274 during 1960, for a gain of 2,400,000 over 1959 registrations, or a 3.3% increase—one-fourth less than the 4.3% increase of the preceding year.

The 1960 total included 61,682,036 passenger cars, 272,167 buses and 11,941,071 trucks. Increases over comparable figures for 1959 were 3.6% for passenger cars, 2.7% for buses and 2.3% for trucks.

California had the highest total registration in 1960 with 7,800,000 vehicles. New York was second with 5,100,000. Texas had over four million registrations; Florida, more than two million. Included with 17 other states which had over one million registrations were Alabama, Georgia, Maryland, Missouri, North Carolina, Tennessee and Virginia.

Totals were taken from figures compiled by the Bureau of Public Roads, U. S. Department of Commerce.

"RETIREMENT" CARD

When Hal Miller decided to retire after 53 years in the bicycle and automobile business, one problem was what kind of card he might have to flash on strangers



when he dropped in to chat with them at their automotive business.

From his new home at Sarasota, Fla., the former executive of Womwell Automotive Parts Co., Lexington, Ky., decided this card would be best. This device tells people who he was and that he's now retired after years in the industry.

Battery Group Issues Booklets

Its 1961 Battery Replacement Data Book and the 1961 edition of Battery Specifications have been made available by the Association of American Battery Manufacturers, Inc., 19 No. Harrison St., East Orange, N. J. The specifications constitute a reference source for those who have the responsibility of preparing purchase specifications. The AABM suggests that this summary be used in conjunction with the data book, which includes original equipment requirements for passenger cars, trucks, buses, coaches, tractors, industrial, road and miscellaneous equipment. A charge of \$1 each is made for the books.



Officers and directors installed at the recent Miami Beach convention of the Automotive Engine Rebuilders Association are (l. to r.): front row, J. C. Pippenger of Caracas, Venezuela; Harvey H. Miller of Miller Machine Co., Orlando, Fla.; Frank Norfleet of Parts, Inc., Memphis, Tenn., first vice president; James H. Templin of Chicago, executive vice president; E. R. Sluggett of Detroit, president; Lawrence M. Lee of Marshfield, Wis., second vice president; D. W. Carlson of Sioux City, Iowa, and William "Bill" Hedges of Portsmouth, O.; back row, L. F. Guenther of Chicago; William J. McIsaac of Providence, R. I.; H. B. Eldridge of Universal Parts & Service, Inc., St. Louis; Earl W. Bowman of Saskatoon, Sask., Canada; Albert J. Blair of London, Ont., Canada; Ed Renier of Modern Bearing & Supply Co., Oklahoma City, Okla., and George W. Yount of Indianapolis, Ind., treasurer. Not shown is Stan Stover of Lansing, Mich., who was elected a director.

New Mexico Dealers Elect Lovelady

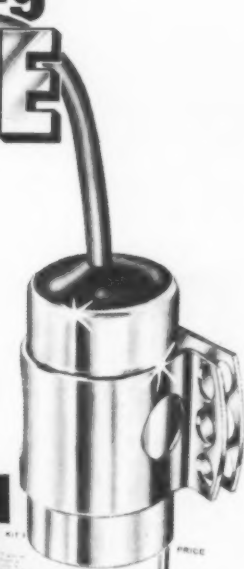
WAYNE Lovelady of Albuquerque was elected president of the New Mexico Automotive Dealers Association at its 32nd annual convention in Santa Fe last month.

Other officers are Nash Hancock of Santa Fe, vice president, and Jack L. Jones, who is secretary-treasurer.

A convention highlight was the presentation of a plaque by retiring President W. E. Black of Bernalillo to H. L. Galles of Albuquerque, past president of the National Automobile Dealers Association, on behalf of the state's new-car dealers for Galles' outstanding work toward the betterment of the retail automobile business in the country and for his devotion to the work of NADA during his nine years as state director.

Finn Watson of Hobbs was selected for the "Dealer of the Year" award.

TUNGSTEN contact points and condensers now come in sparkling CHROME



This new CHROME PLATE on TUNGSTEN Contact Points and Condensers is more than skin deep! It reflects the finishing touch to quality ignition parts, which, over the years, have proved their superiority in engineering and performance. It becomes a rustproof conclusion to a job well done!

There is no extra charge for this sparkling chrome on TUNGSTEN Contact Points and Condensers. You'll find this new parts-protection on the Super Line of individually packaged components and in TUNGSTEN Tune-Up Kits. For extra rustproof protection, contact points come with stainless steel springs.

Write for Catalog

TUNGSTEN CONTACT MANUFACTURING CO., INC.
North Bergen, N. J.



ACCURATE PARTS

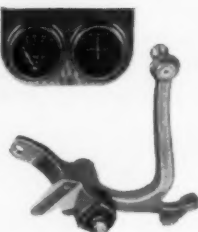
a complete line of more than
4000 QUALITY ITEMS
currently cataloged...
offering single source
ordering convenience



Consolidate your ordering problems, be assured of high quality parts, a good profit margin and prompt delivery by making Accurate Products your headquarters for your miscellaneous replacement parts needs.

With Accurate you can always count on quality that meets or exceeds original equipment specifications. Full stocks of more than 4000 items mean prompt delivery. And, by dealing with Accurate you get all the advantages of single source convenience that reduces paper work and worries.

Write today for new Accurate Catalog. It's good business!



T. L. KIDD COMPANY
415 Foster Ave., Charlotte, N.C.
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ACCURATE PRODUCTS, INC. 135 N. SPRING STREET
INDIANAPOLIS 2, IND.

NEW PRODUCT!

FOR IGNITION & TUNE-UP SERVICE SHOPS

SPARK-O-REG

Electronic

ARC DAMPER

**GUARANTEES EXTRA LONG LIFE
FOR POINTS and ELECTRODES**

Electronic SPARK-O-REG is New, Different! Never anything like it before! "DAMPS OUT" the harmful "ARCING" on breaker points. Reduces the fast "Pitting" and "Burning" of Points and Plugs. Much longer time between re-settings, re-gappings and replacements. SPARK-O-REG improves the quality of tune-ups. Saves operating and maintenance costs.

Order SPARK-O-REGS thru your jobber today—
or write us for full details and prices.

For 6 & 12-V
BATTERY
IGNITION
SYSTEMS



\$5⁹⁵
LIST

ALONDRA, INC.
MFR. OF "FILT-O-REG"

959 Crenshaw Blvd., Los Angeles 19, Calif.

American Motors "Schools" Add Two Mobile Units

American Motors' program of bringing "schools" to Rambler dealership mechanics has been expanded to include two new mobile units, according to Roy Abernethy, executive vice president.

The new units have classroom facilities for 22 men and workbenches for 16, compared with facilities for only 12 men in the earlier versions. The side of the new trailer lifts out to form an integrated carport of insulated aluminum. Like the trailer, the carport is equipped with heat and air conditioning and can be completely set up in 20 minutes. It houses a car on which mechanics must correct built-in malfunctions in order to pass the course.

All equipment—including electronic diagnostic machines, transmissions, rear axles and other components and tools—is built into compartments in the walls and floors of the trailer to permit maximum use of available space.

Since the first mobile school was put into service two years ago, 12,200 Rambler mechanics have taken courses and the trucks have traveled a total of 95,000 miles, Abernethy said. With the two additions, the corporation currently operates seven such schools.

Chrysler Seat Belt Sales Climb to 1,500 a Week

CHRYSLE CORP. seat belt sales have increased to over 1,500 a week, according to R. C. Haeusler, the company's automotive safety engineer.

The belts were selling at a rate of less than 250 a week, Haeusler said, prior to the Jan. 30 announcement by President L. L. Colbert that the corporation would offer seat belts on a non-profit basis to its dealers and urge them to offer the belts to car owners on the same basis with a nominal charge for installation. By the end of March, Haeusler said, the rate had risen to 1,000 per week, and "has been climbing steadily since then."

Lincoln Names DeGeorge for Memphis

Joseph J. DeGeorge has been appointed sales manager for the Memphis district of Lincoln-Mercury Division of Ford Motor Co., General Sales Manager C. E. Bowie announced. DeGeorge, who joined Ford in 1946, succeeds William H. Huber, who was named sales manager of the Detroit district.

Ford Moves Nida to Atlanta

Edward A. Nida, a staff member of Ford Motor Co.'s automotive assembly division in Dearborn, Mich., has been appointed general production manager of the Atlanta (Ga.) Ford-Falcon assembly plant, according to S. K. Cannon, local plant manager. Nida joined the company in December 1936 in Detroit.

Albemarle, N. C., Elects Davis

The Albemarle (N. C.) New Car and Truck Dealers Association has elected Sanford Davis of Davis Motor Co. as president. Tom Brooks of Albemarle Truck & Tractor Co. is vice president and James R. Nance of Confederate Motors, secretary treasurer.



AMA President Ford

Henry Ford, II, Named President of AMA

HENRY Ford, II, chairman of the board of Ford Motor Co., has been elected president of the Automobile Manufacturers Association, succeeding L. L. Colbert, Chrysler board chairman, who had held the office since 1958.

Colbert continues as a director.

Other officers are John F. Gordon, president of General Motors Corp., and J. N. Bauman, president of The White Motor Co., vice presidents; W. C. Schumacher, executive vice president of International Harvester Co., secretary, and George Romney, president and board chairman of American Motors Corp., treasurer.

Newly elected to the board of directors was Sherwood H. Egbert, president of Studebaker-Packard Corp. Reelected for three-year terms were Roy D. Chapin, Jr., executive vice president of American Motors Corp.; Frederic G. Donner, GM board chairman; Ford and Charles F. Moore, Jr., vice president—public relations, Ford Motor Co.

Other directors are Robert F. Black, board chairman of White Motor Co., and S. A. Girard, president of Willys Motors, Inc. Harry A. Williams is managing director.

At the urging of the board of directors last June, Colbert stayed on as president of the association for an extra year in addition to the customary two terms of one year each. During the organization's annual meeting last month in Detroit, he was honored by a special tribute in recognition of his service to the association and his contribution to the success of the National Automobile Show in Detroit last fall.

More than 300 executives of the member companies attended the meeting.

New Orleans Dealers Elect

James J. Bryan has been elected president of the Authorized New Car & Truck Dealers Association of Greater New Orleans. Other officers are Heinke Trapp, vice president, and Tom Watkins, secretary.

"If I should get rid of my guilt feelings about my service charges, how about you?"



SOUTHERN AUTOMOTIVE JOURNAL



Tool Tips for the Mechanic

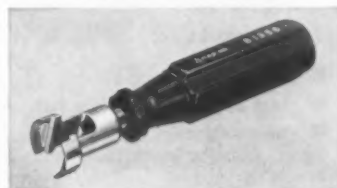
Volkswagen Generator and Axle Nuts

Use the SNAP-ON® LDH-462 1 $\frac{1}{16}$ -in. socket to handle the generator nuts and axle nuts on the Volkswagen. Socket is $\frac{3}{4}$ -in. drive but can be used with $\frac{1}{2}$ -in. drive wrench with a SNAP-ON LA-12 adapter. See page 36-37, Catalog X.

Front-End Suspension Wrench

Keep the SNAP-ON S-8679A wrench in your tool box to replace spindles, upper and lower ball joints, coil springs, and upper control arms. Adjustable design permits use of tool on 1954-60 Ford and Mercury; 1952-60 Lincoln; 1957 DeSoto; 1958 Dodge and Plymouth. Page 78, Catalog X.

NEW TOOL



Snap-on B-1356

Brake Shoe Spring Tool

This tool removes and replaces the brake shoe retaining spring caps on all model cars. Tool fits both the coil spring cap and the flat spring cap. To remove the coil spring cap, place tool over cap and apply downward pressure and twist. To remove flat spring cap, place grooved part of tool over spring, apply pressure and twist. A big timesaver for any shop doing brake work. It's not in your current catalog. Order now from your SNAP-ON man.

Corvair Steering Service

Many mechanics use the SNAP-ON V-22 valve adjusting tool with a TW-181 $\frac{9}{16}$ -in. master socket to adjust steering on the 1960 Corvair. Works like a million. Pages 72 and 30, Catalog X.

Ford Vacuum Control

Use the SNAP-ON FCO-24 $\frac{3}{4}$ -in. crow-foot wrench to adjust vacuum control on the 1961 Ford automatic transmission. Also good for tightening lines on Mercury power steering. Page 24, Catalog X.

SNAP-ON TOOLS CORPORATION

8050-G 28th Avenue • Kenosha, Wisconsin

Take your pick
for super-quick
**CARBURETOR
CLEANING!**
GUNK®
offers you a
choice of two

**GUNK®
H.S.**

the world's
most powerful
carbon
digestive
solvent!



- * water sealed for long-life
- * strips carbon, paint, grease fast
- * cleans carburetors, pistons, engine blocks, automatic transmission parts completely
- * 1½, 3 and 6 gal. Pail Kits — 30 and 55 gal. Open Head Drums — baskets available for all sizes

NEW!
**GUNK®
C-C**

the easiest
to handle
carburetor
cleaner
ever!



- * no lingering offensive odor
- * will not burn hands
- * 100% active — long bath life
- * 5 gal. Pails with or without baskets — 15, 30 and 55 gal. Closed-Head Drums

Either one—GUNK H.S. or GUNK C.C. cleans cleaner! Both are safe, effective, and economical. See your GUNK Jobber and choose the one that suits you best . . . but, always "Dunk 'Em In Genuine GUNK!"

® Reg. trade mark



GUNK CHICAGO CO., River Forest, Illinois
giving the Midwest and Southeast
RADIATOR SPECIALTY CO., Charlotte, Me., Carolina
serving the East, Southeast and far West
RADIATOR SPECIALTY CO. OF CANADA LTD., TORONTO



Walter Listerman (top) has been named sales manager of replacement sales and Fred Theil, sales manager of original equipment sales, for K-D Lamp Co., Cincinnati, succeeding Charles Adams who will remain in an advisory capacity until he retires Dec. 31. Listerman joined the organization in 1936; Theil in 1947. Adams was stationed at one time in the Southeast and is well known over the South. Theil appears in center photo and Adams at bottom. The latter plans to move to Vero Beach, Fla., to "take up golf, fishing and other serious problems of recreation."

President's Car

(Continued from page 127)

born in 1954 to be revamped with a specially built plexiglass roof.

President Eisenhower suggested the clear plastic roof after experiences in rainy weather when the regular convertible-type roof had to

be used. Crowds frequently braved bad weather only to have the president not see nor be seen on such occasions.

"Bubble-top" now has logged more than 100,000 driving miles in addition to more than 50,000 by air and thousands more by boat. It has been on or over all the oceans of the world and, according to White House staff members, it has never broken down nor missed a trip.

When "bubble-top" was made available to Queen Elizabeth during her U. S. visit two years ago, the queen was startled to learn there were not several duplicated, since the car always was waiting for her use on arrivals in every city. Despite its world travels, this car has been specially familiar in Washington and was used last January by John F. Kennedy for the ride down Pennsylvania Avenue to his inauguration ceremony.

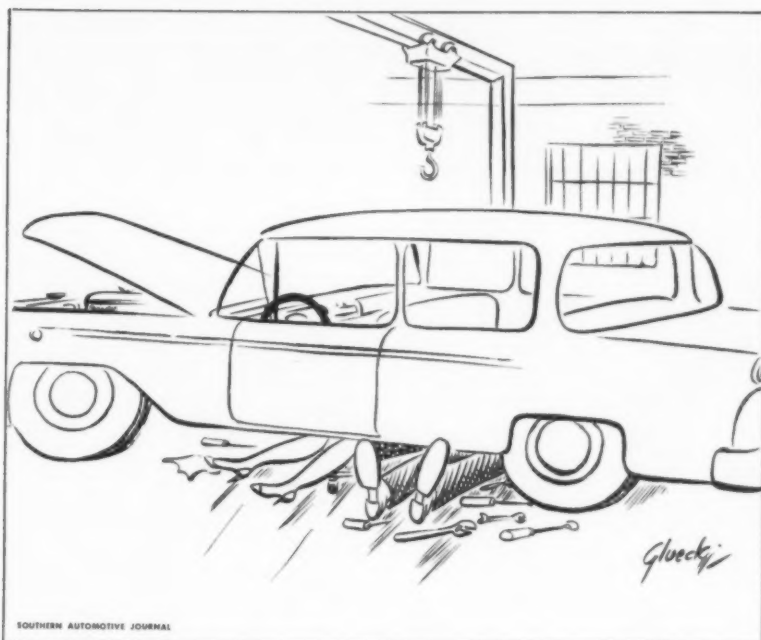
"Bubble-top," like the "Sunshine Special" when retired, still is in good running condition but is giving way to progress in automobile engineering.

Some specifications:

**Presidential 1961 Lincoln
Continental Continental**

Over-all length	253.7"	212.4"
Over-all height	57.0"	53.7"
Over-all width	78.6"	78.6"
Wheelbase	156.0"	123.0"
Hood length	62.2"	62.2"
Front tread	63.2"	62.1"
Rear tread	61.1"	61.0"
Tire size	8.90 x 15	9 x 14
Curb weight	7,822 lbs.	5,075 lbs.
Ground clearance	7.7"	5.7"





SOUTHERN AUTOMOTIVE JOURNAL

"Harold, we just can't go on meeting like this. My cleaning bills are terrific!"

Friction Group Elects McGovern President

JAMES L. McGovern, Jr., of Raybestos-Manhattan Inc., has been elected president of the Friction Materials Standards Institute, Inc.

Other officers are S. Arthur Smith of Silver Line Brake Lining Corp., vice president; Harold Hodson of Marshall-Eclipse Division of The Bendix Corp., treasurer, and Miss Harriet G. Duschek, secretary.

Besides the officers, directors are George S. Lamson of L. J. Miley Co.,

Alexander Bette of Johns-Manville Corp., John H. Kelly of Marshall-Eclipse Division, Joseph Greenan of World Bestos Division, The Firestone Tire & Rubber Co., and Wade E. Canfield of The S. K. Wellman Co.

Gould-National Promotes Three in Battery Sales

PROMOTION of three executives within the Automotive Battery Sales Division of Gould-National Batteries, Inc., has elevated N. R. Farsje from vice president, automotive battery sales, to vice president-director of automotive and general sales.

Benjamin O. Dalbey, sales manager of automotive battery brand sales, succeeds Farsje as general sales manager of the Automotive Battery Sales Division. Hale H. Bockstruck replaces Dalbey.

Clampit Dies in Dallas

Lou H. Clampit, 71, for 35 years a representative for Gates Rubber Co., died in Dallas, Texas, last month. Clampit retired in 1955.

Rebuilders Select Detroit

The annual convention of Automotive Engine Rebuilders Association will be held May 20-23 at Sheraton Cadillac Hotel, Detroit.

DUAL WHEEL ADAPTERS

FOR ANY 1/2, 3/4, 1 TON TRUCK



DOUBLES TRACTION—
ASSURES STABILITY
USES SAME SIZE TIRES
AND WHEELS
ADDS TO APPEARANCE—
EASY TO INSTALL
LOADS AND TOWING TRAILERS
MADE 100% SAFER
SATISFACTION GUARANTEED
OR MONEY REFUNDED

Set No.	Make and Size	Dealer Cost
CG556F	Chev. 1/2 Ton	\$37.50
CG658F	Chev. 3/4-1 Ton	45.00
D455F	Dodge 1/2 Ton	37.50
D658F	Dodge 3/4 Ton	45.00
F555F	Ford 1/2 Ton	37.50
F658F	Ford 3/4 Ton	45.00
I455F	IHC 1/2 Ton	37.50
I7256F	IHC 3/4 Ton	45.00
W555F	Willys All	37.50

Used by Sportsmen—Farmers—Contractors—Camper Haulers—Small Wreckers—Pulling Trailers—Utilities—Hauling Livestock—and others. Order from your jobber or truck equipment distributor. Write for Catalogues and Literature.

Also Manufacturers of the World's Most Complete Line

DUALMATIC "Selective Drive" HUBS



Easy to Install
Simple to Operate
One Year Guarantee
40 Models Available

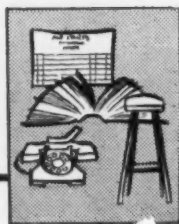
FOR ALL
4-WHEEL
DRIVE
TRUCKS

Dealer's cost in lots of three, Willys and IHC Scout, \$37.50 per set. Others to 1 ton, \$42.50 per set. Stocked by over 5,000 jobbers and 100 warehouses. Free chrome demonstrator available to dealer on 3 set order. Write for catalogue and price sheet.

DUALMATIC
P.O. BOX 419 LONGMONT, COLORADO

NEW! Direct Oil Conversion Kits for All Postwar CHEV., '54-'61 FORD, others





SOUTHERN JOBBERS and FACTORY MEN



Saleswoman Henni Sheridan speaks to this service station operator about a radiator cap and cooling system tester.

When this salesman checks a customer's stock, she makes a point of keeping displays in neat order as she works.

Wanted: A Second Parts Woman

IN NOVEMBER '59 an advertisement appeared in the help wanted column of a Washington newspaper. A large well-established business that had employed *only men* for the last 30 years now had "a very unusual sales position" open to a woman.

Inviting written application to a P.O. box number, the advertisement called for selling experience, a car and "married woman preferred." A flock of women applied. Three measured up to the very high standards set.

That morning a year and a half ago Henni Sheridan became a saleswoman of auto parts for G. W. Imirie Inc., wholesalers in Bethesda, Md.

The Imiries, George and Vincent, who had come to the wholesale parts business by a circuitous professional route through science and forestry, had taken a long chance again. They were hard up for a salesman in this exacting field. Not

wanting to steal a good salesman from a competitor, they hit on the idea of hiring a woman.

A midwestern success story in a business journal about women truck drivers had inspired the Imiries. To keep the trade from getting a jump on them and blasting their idea even before it was given a trial, the Imiries had concealed their plan behind an anonymous P.O. box number.

Fully aware of the predicaments an inexperienced saleswoman would encounter in a male-dominated field, Imirie had formulated a definite concept of personality and character it would take to meet these situations. Henni Sheridan won hands down.

"Henni demonstrated good selling ability from the start— she enclosed an attractive picture of herself in her application," said Imirie. "Henni proved she not only had the guts to enter a man's world but was entering as a woman, remaining a

woman. She did not put on slacks nor try to adopt the ways of a man. Attractive, flamboyant, poised, Henni wears frills, high heels, jewelry, perfume, yet does not hesitate looking under the hood of a car and getting her fingers sticky looking for an engine part.

"Through winter and summer she has trudged under the 50-pound load of her catalog case from station to garage through all kinds of bad weather, checking stock, re-ordering and selling. She has zest, stamina, ability and perseverance.

"She has done much better than an inexperienced salesman of parts could have done. She is socially more flexible than a man. She has made gentlemen of some of our accounts, commanding their respect and courtesy. Henni ran into resentment, intolerance and even abuse. She had the moral fortitude to stand up to it with dignity and self-possession.

"As a reputable company we



Mrs. Sheridan asks questions of mechanics and learns with every inquiry.

could not have in our employ a woman who left herself open to the advances of men. Henni met this test too. A woman of high moral character, she knows how to say no and continue on amicable business terms with our customers."

With a selling background in business machines and building materials that engaged her in measuring roofing, siding, storm doors and windows for home improvements, Henni spent the first few days at her new job studying the manufacturers' catalogs.

Starting with page 1, she examined a fuel pump, read its description, learned how it worked, where it was placed. On to page 2 with the help of the Imiries, she learned about an oil filter, its function, its features, how often it was changed, etc.

She worked around the store for two or three weeks locating in the parts bins items she had studied in the catalog, answering telephone calls at the counter, identifying items by number and manufacturer, and taking orders.

In the field she learned a great deal about parts from mechanics by watching them replace, repair and install parts. She observed what each garage's stock was and what moved fastest in their particular locality. The trade journals became her Bible as she studied model changes religiously.

"Auto parts were a challenge," she said. "I knew nothing about a car but the location of the radiator.

I was eager to try. I am convinced that one can do anything one makes up one's mind to. I am constantly learning and studying all I can to become a capable and outstanding saleswoman.

"But I had to learn to take it on the chin, for my first appearance at the garages and gas stations was like the explosion of a bombshell.

"A woman selling auto parts!

"Everyone predicted I would not last two weeks. Today, almost two years later, I get on well with all my accounts," said Mrs. Sheridan, the mother of two children.

How did she manage?

A big smile, a warm greeting, knowing her job, a genuine interest in furthering a garage's volume, listening attentively to what her customers have to tell her and a capacity for taking some kidding.

"The jokes on me are diminishing, but one day early in my experience I spent a lot of time looking up catalogs and parts bins for a king-pin stretcher that a station called me about. I didn't fall for the one ordering a conniption ring, though once in a while someone still tries to catch me on a radiator cap for a Corvair," she said.

Henni believes she herself has grown in the job. As a consumer she had looked upon garages as doing some sleight-of-hand around a car and presenting fancy-priced bills. Today she is full of respect for the hard work, industry, talent and skill that go into the making

of a good mechanic.

"I believe I too am appreciated for what I am, another hardworking human being," she said. "The few minutes of contact I have with a garage sometimes bring out the worries or troubles that harass all of us. The men have a feeling that I understand their problems. I think these people find it easier to communicate with me because I am a woman."

The Imiries at this moment have their eye on another woman for their sales staff. The high caliber and successful salesmanship of Henni has pointed up how valuable an adjunct a woman can be to a sales staff. With her greater talent in human relations, a woman is better with new customers and handling the more difficult customer.

"While a woman's mind intrinsically does not lend itself to mechanical adaptability, her native strength in social relations contributes vastly to an operation in a sphere where men are less able," commented Imirie.

As for Henni, she's got one big ambition: she wants to learn all the parts that make an automobile run.

Union Carbide Elevates Kirksey in the South

BRUCE E. Kirksey, formerly district representative for Union Carbide Consumer Products Co. in Atlanta, Ga., has been elevated to Southeastern division manager, anti-freeze sales, according to General Sales Manager H. B. Harris.

Kirksey succeeds John H. Pinkham, who has been named eastern division manager, representing the company in St. Louis and Kansas City and replacing Dennis P. Esser, who is now assistant to the general sales manager.

Atlanta Firm Promotes Gardner; Hires Osgood

AL GARDNER, former territory manager in Georgia, east and middle Tennessee and Alabama for Aaron and Bell Co., manufacturers' representatives, Atlanta, has been elevated to sales promotion manager, L. W. Bell announced.

W. M. "Bill" Osgood, formerly with Van Norman Machinery Co. and Modac Mfg. Co., has taken over Gardner's territory.

National Laboratories Products line of cleaning chemicals has been added by **Goyer Supply Co., Inc.**, Greenville, Miss., according to **Robert V. Taylor**, vice president.



Officers and directors of AWAA for the new year are (l. to r.): front row, Irvin Siegal of Birmingham, president; Carmen "Jim" Jordan of Mobile, vice president; Sam B. Meadows of Montgomery, the retiring president, who was named treasurer; John W. Rooney of Montgomery, executive secretary, and E. J. "Jiggs" Arata of Mobile; standing,

Billy Nunn of Montgomery, J. C. Cade of Eufaula, V. F. Powell of Sylacauga, Ernest Thompson of Fort Payne, Bill Clemmons of Huntsville, H. Roy Clotfelter of Gadsden, Charles T. Cammack of Selma, William H. Johnson of Tuscaloosa, Jerry Miklic of Birmingham and Bert L. Vignes of Mobile. Director James M. Taylor, II, of Andalusia, was absent.

Alabamians' Convention Touches Many Topics

THE closed-convention attendance of 110 chalked up by the Automotive Wholesalers Association of Alabama at Pensacola Beach, Fla., June 25-27 heard J. A. "Jack" Bryant of Bowling Green, Ky., president of Automotive Service Industry Association, assert that "three out of four cars on the road today need what we offer."

Other speakers included S. M. "Bill" DuBois of Universal Underwriters, Kansas City, Mo., Sterling B. Williams of the U.S. wage and hour division, Travis Williams, Jr., of the state sales tax division, Lt. Gov. Albert Boutwell of Alabama and Charles H. "Chuck" Davis, executive editor of *Jobber Product News*.

A panel on "What We Expect of the Parts Jobber" was composed of L. E. "Tommy" Thomas of Birmingham, first vice president of the Automobile Dealers Association of Alabama; Bruce H. West of Tuscaloosa, president of the Alabama Service Station Association; Ben Mitchell of Selma, president of the Independent Garage Owners of Alabama, and Jack Gillikin, vice president of Gulf Transportation Co., Mobile. The moderator was William C. "Bill" Herbert, editor of *SOUTHERN AUTOMOTIVE JOURNAL*.

Personnel Shifts Affect Four with UMS

JOHN A. Swayze, western regional manager in Chicago for United

Motors Service, has been appointed marketing manager for Delco Batteries in the division's central office in Detroit, succeeding William L. Carlson, who has been assigned to Indianapolis as zone manager.

Raymond F. Ehler, zone manager in Boston, will assume Swayze's previous duties, while Maje T. Anderson, Indianapolis zone manager, succeeds Ehler in Boston.

Gandy-Meadows Forms In Orlando, Fla.

RAY Gandy and Buddy Meadows have merged operations to form the Gandy-Meadows Co., Inc., in Orlando, Fla.

The firm will cover Georgia, Florida and eastern Tennessee.

Jacksonville Firm Ups Vining

Eugene L. Vining has assumed sales managership of United Warehouse, Inc., Jacksonville, Fla., succeeding Alonzo C. "Lonnie" Rogers, who retired July 1. A 41-year veteran with the company, Rogers retains his position as a board member.

Mobile Concern Adds Equipment

Bendix Hydrovac brakes for trucks and power brakes for automobiles have been added by Motor Parts & Supply Co., Inc., Mobile, Ala., according to Lyman O. Weaver, president. New test equipment has been installed, Weaver said, and a specialist added to handle the department as well as equipment re-

pair. "Find this department is on a profitable basis," he said.

Dimmick Returns to Atlanta

I. C. "Clint" Dimmick, manufacturers' representative formerly based in Atlanta, Ga., but more recently in Largo, Fla., has returned to Atlanta and will operate the I. C. Dimmick Co., manufacturers' agency, covering Georgia and Florida. The firm presently has a representative who travels the Florida territory, Dimmick announced.

Owatonna Tool Names Miller

James L. Miller of Tulsa has been appointed district manager for Oklahoma and Arkansas for the Tools & Equipment Division of Owatonna Tool Co., Owatonna, Minn., Sales Manager S. L. Richmond announced. A native of Independence, Kan., Miller was formerly sales representative for Bonney Tool Co.

"We have decided to take on the complete line of **McQuay-Norris**," **R. W. Williams**, buyer for **Auto Bearing & Parts Co.**, Danville, Va., announced.

Davis & Davis Auto Supply, Port Arthur, Texas, has added **A.T.P.** automatic transmission parts, according to **Gene Davis**, store manager.

Billy Pitts has been added to the sales force of **Motor Parts & Supply Co., Inc.**, Mobile, Ala., to cover the Prichard area, President **Lyman O. Weaver** announced.



Leaders of NCAWA for the coming year include (l. to r.): seated, Harold Rea of Asheville, retiring president; R. E. "Bobby" Kirkland, Jr., of Wilson, president; W. E. "Preacher" Stanford of Greensboro, vice president; R. L. Zucker of Raleigh, reelected treasurer, and Jesse F. Jones, Jr., of Raleigh, renamed executive secretary; back row, Grady P. Davis of Conway, R. A. Dickson of Gastonia, O. B. Teague of Greensboro, F. B. Shuford of Asheville, N. B. Starling of Raleigh and Allen Lewis of Wilmington, directors.

Shops Blamed for Few Major Jobs; Tarheel Meeting Draws Record 300+

"GARAGEMEN are forgetting to put our customers' cars in shape so they can drive them as long as they might have to. Instead, we're trying to skim off the cream."

That's what Mel Turner of Chicago, a veteran garageman, told the annual convention of the North Carolina Automotive Wholesalers Association at Asheville's Grove Park Inn last month.

Garagemen should encourage their customers to have major repairs done, Turner asserted, and then cited the high profit to be derived. "The average garage will just pour more oil in if a car is using oil," he added.

Another approach by garagemen, he said, is:

"Hell, it ain't worth it; trade it."

Turner's appearance was sponsored by the Piston Ring Manufacturers Group. He is curriculum director of the Automotive Service Industry Association and in this latter connection told the convention, which drew a record attendance of more than 300, that North Carolina's mechanic training schools—established by the state with the cooperation of NCAWA—have been held up as a goal to be achieved in other states.

The conventioners adopted resolutions declaring that NCAWA should not be involved in members' dues to local associations when requested by their customers to join

(which rescinded the year-old resolution recommending a top annual fee of \$15 for belonging to such groups as the Independent Garage Owners of America local units) and expressing opposition to the Boggs bill in Congress which would disallow as tax deductible the dues paid by members to an association whose money was spent in opposing legislation.

James W. Heizer of Roanoke, executive secretary of the Virginia Gasoline Retailers Association and a director of the National Congress of Petroleum Retailers, told of the work of the Freedom Council and declared that "how costly the TBA pressure has been to jobbers the jobbers and public have hardly been able to realize."

Mel Turner



Service stations were described by him as "the best and most convenient place to sell about everything that goes into an automobile, plus related items."

ASIA and NCPR, through the Freedom Council, are seeking to "free" from the oil suppliers the market in which stations operate, he said.

Other speakers included Milton I. "Mose" Hudson of Jacksonville, Fla., president of Automotive Booster Clubs International; Gustave Treffeisen, manager of marketing, Alemite Instrument Division, Stewart-Warner Corp., Chicago; Lloyd L. Lott of Bruce Dodson & Co., Kansas City, Mo., and Dr. Carl S. Winters, Chicago minister, who addressed the group's annual banquet.

Raymond Glaser of Automotive Electric Associates, Charlotte, spoke briefly to introduce the showing of the film, "Operation Abolition," provided by Stewart-Warner, which showed how communists sabotaged the hearings conducted in San Francisco by the house un-American affairs committee.

Booster Club B-33 sponsored its usual reception honoring the wholesalers.

A highly successful innovation was the requirement that persons seeking to win the \$100-plus camera grand prize visit every one of the approximately 40 booths in order to get signatures on a card before their stub could be dropped in the drawing box.

The next convention will be in the form of a cruise, the third for NCAWA, next April or May out of Wilmington.

Kentucky Group Votes To Add Distributors

DIRECTORS and committee chairmen of the Kentucky Automotive Wholesalers Association have voted to allow warehouse distributors to join the body on a limited basis.

The group has added a pension plan to its insurance program "which will allow the smallest jobbers a plan for their employees that they can afford."

The KAWA annual convention will be held at the Phoenix Hotel in Lexington Aug. 13-15.

Atlanta Firm Rejoins Swiss

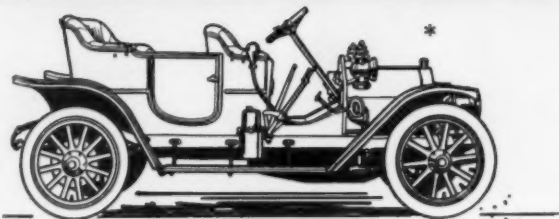
Roy & Hefner, 376 Spring St., N. W., Atlanta 8, Ga., has rejoined Swiss Laboratory, Inc., as representatives covering the Southeast.

...TIMES HAVE CHANGED...

ELIMINATE

BRAKE

DIVING AND PULLING



Today's powerful cars are constantly subjected to extreme heat that destroys tension of brake shoe return springs—causing fading and rapid lining wear.

To insure maximum cooling area between the lining and drum, always install LEE Heavy Duty Brake Shoe Return Springs on every reline. They are packaged in Axle Sets! Look for the green and yellow box from your jobber.

A complete line of packaged brake shoe return springs and brake hold-down parts for passenger cars and trucks.

Write for Catalog No. 260



Lee

MFG. CO.

1527 - 26th Street
Santa Monica, California

*Car shown above is 1909 Chalmers



Top: President Sorensen
Above: Vice President Sturgis

P. Sorensen Moves To Glasgow, Ky.

RECENT move of P. Sorensen Mfg. Co., Inc., to Glasgow, Ky., came about, according to Vice President Stanley G. Sturgis, after a survey of the south central states—begun in May 1959—led to the company's decision "to locate in Kentucky and grow with the South."

Situated on a 20-acre site, the plant consists of 80,000 square feet of manufacturing space and 15,000 square feet of general offices, including facilities for the engineering and research department.

Complete move was made in May, with only executives, engineers and key supervisory personnel making the transfer from New York. Ninety-five per cent of all employees are local residents, Sturgis said.

A temporary plant was placed in operation last October as a training program for new employees, Sturgis said, who, together with transferring New York personnel, made possible the complete move "with less than ten days' interruption in the flow of orders" and service.

Harry C. Sorensen is president of the company, which manufactures a line of replacement ignition parts, cable and wire.

tennis

is difficult to play at magnificent Mountain Lake. The scenic grandeur takes your breath away. Open May 23-October 1. American plan. Reasonable rates. Secluded cottages, hotel accommodations.

hotel
mountain
Lake

Fishing
Swimming
Horseback Riding
Mountain Climbing
Boating
Golfing

Write for folder, Mountain Lake, Va.

TO: The Automotive Man of the Year
633 E. 63rd Street
Kansas City 10, Mo.

I nominate to receive the AWDA president's award for the Automotive Man of the Year:

Name of Candidate _____

Title _____

Name of Company _____

City and State _____

BECAUSE:

Signed _____

Nominations Are Invited For Man of the Year

NOMINATIONS for candidates for the Automotive Man of the Year 1961 can now be sent to Automotive Warehouse Distributors Association headquarters, according to President Robert S. Weber of Milwaukee.

The person selected will receive the AWDA president's award during the group's 14th annual convention to be held at the Muehlebach Hotel in Kansas City Oct. 30.

Qualifications of the candidate, according to Executive Secretary Martin Fromm, must include a connection with the independent automotive aftermarket or a unique contribution to that segment of the automotive industry. An impartial industry selection committee has been appointed to screen nominations and make a selection.

Last year's Automotive Man of the Year was Ira Saks of Cleveland, Ohio, well-known industry figure, "in recognition of his statesmanlike effort to eliminate discriminatory excise taxes."

Fromm said that nominations can be sent by anyone connected with the industry.

MEMA Swells Roster By 50 Members

SINCE the beginning of the year, Motor and Equipment Manufacturers Association has added 12 members, 13 credit subscribers and 25 AAR associate members, according to General Manager Fred Lanning.

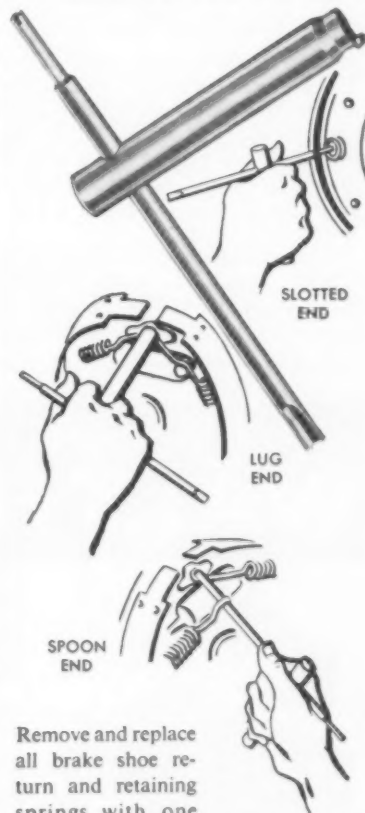
Presently, the association has approximately 450 members, 395 credit subscribers and 450 AAR associate members.

Womwell Automotive Parts Co., Lexington, Ky., has ordered Sealed Power valve lifters and tappets for its warehouse and all branch and affiliate stores, according to R. F. Adams, executive vice president and sales manager.

Do All Three...
With One Hand Free



3-WAY COMBINATION BRAKE SPRING TOOL



Remove and replace all brake shoe return and retaining springs with one hand, while the other is free to line up the brake shoes. Just insert appropriate end of the 3-Way tool in the spring—depress and twist—and the spring is released!

Why hunt for a particular tool, when one does three jobs on practically all cars and light trucks? Ask your jobber

MECHANIC'S NET \$2.50

Herbrand Tools

HERBRAND DIVISION - THE BINGHAM-HERBRAND CORPORATION
FREMONT OHIO

Extra Big Profits for Gas Station Operators

Find out how easy it is with Homestead's new Multi-Job Washer. \$325 is all it costs to turn your idle time into profit time.

Write now!



HOMESTEAD VALVE MANUFACTURING COMPANY
Hypressure Jenny Division — Coraopolis, Pa.
(In Canada: Hypressure Jenny Sales & Service, Ltd.,
517 Jarvis St., Toronto 5, Ontario, C.S.A. Approved)

99



Cecil Morris

Kentuckians Will Hear Morris on Profit

CECIL Morris of Greenville, first president of the South Carolina Automotive Wholesalers Association, will discuss "Jobbing for Profit" before the third annual convention of the Kentucky Automotive Wholesalers Association to be held in Lexington August 12-15.

Other speakers will include J. A. "Jack" Bryant of Bowling Green, Ky., president of the Automotive Service Industry Association, whose

subject will be "What's Ahead in Jobbing."

A sales seminar will be conducted by Art Wolff of National Auto Supply Co., East St. Louis, Ill. Other program highlights will be "Jobber Promotion of Safety Legislation" with State Senator Shelby Kinhead of Wholesale Auto Parts and Ted Basset, deputy commissioner of public safety, plus a film, "One Way Left."

Walter Warren, Jr., of Womwell Automotive Parts, Lexington, will address a credit seminar and continental breakfast.

Dr. Kenneth McFarland, well-known lecturer, will be the banquet speaker. A special tour of Frankfort is planned for ladies.

Kentuckian Wins Prize

Kenneth Moles, manager and salesman for Womwell Automotive Parts Co., Pikesville, Ky., was a \$100-award winner in Marquette Mfg. Co.'s All-America salesmanship program for 1960, R. F. Adams, executive vice president and sales manager of Womwell Automotive Parts Co., Lexington, announced.

Wells Mfg. Corp. Elects Ben, Arthur Sadoff

BEN Sadoff and Arthur Sadoff have been elected president and executive vice president, respectively, of Wells Mfg., Corp., Fond du Lac, Wis.

Jack L. Roberts was elected vice president in charge of sales and will initiate and coordinate all merchandising, marketing and sales-promotion activities.

Douglass Appoints Three

Representatives named by Douglass Muffler Mfg. Co., Bell Gardens, Calif., to cover the Southern territory are: Paul K. Wilcox Co. of Kansas City, Mo., whose territory includes Kansas and Missouri; W. A. Strouse Co. of Sandusky, O., Kentucky, and Cantell & Greenberg of Abington, Pa., Delaware, Maryland, District of Columbia and Virginia.


Walter S. White Auto Parts, Inc., Birmingham, Ala., has added the John Rogers line of rebuilt engines, President George P. Rogers announced.

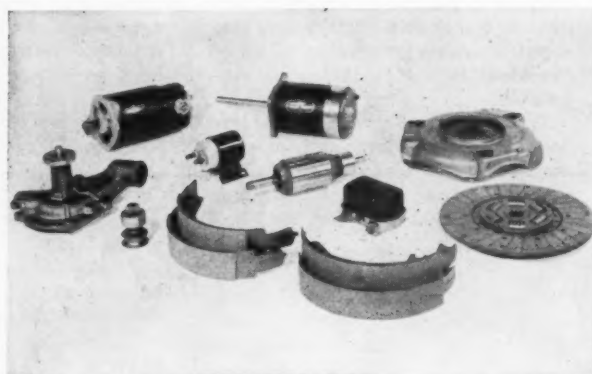


Only two different models needed to fit almost every car. Eye-catching 16-thermostat display ends your inventory problems... rings up bigger profits.

LEARN MORE ABOUT THERMOSTATS AND COOLING SYSTEMS

FREE! Easy-to-understand brochure "Let's Talk Thermostats." Packed with valuable tips and illustrations for everyone who sells or installs thermostats. Helps boost thermostat sales. Send for your free copy to

WALTHAM The Dependable Thermostat a product of STANDARD-THOMSON CORPORATION Waltham 54, Mass.  Specialists in Temperature Control for 35 years.	Standard-Thomson Corp., Dept. JW 7 152 Grove Street, Waltham 54, Mass.
	Yes, I'd like a copy of your free brochure "Let's Talk Thermostats".
	Name
	Company
	Street
City Zone..... State.....	



Remanufactured to Original Equipment Specifications

- Sold through leading automotive jobbers and distributors.
- Prompt service through our own trucks to the jobbers in the Southeast.
- Serving the Southern automotive industry since 1941.

STANDARD UNITS COMPANY

1600 First Ave.

Columbus, Georgia

Sales Continue Upward

SALES volume is up over last year for nearly two thirds of the reporting Southern and Southwestern wholesalers—and even some of those with glum figures see dollar signs of an upturn.

Sixty per cent of the jobbers answering a survey mailed to 350 reported business higher the first five months of this year than the same period of 1960. Thirty-four per cent listed a downturn and six per cent found their volume the same.

The picture was spotty, all right. For example one small-town Shenandoah Valley Virginian totted up a rise of 29%, while less than a hundred miles away a fellow jobber's business was off 18%.

On the other hand, there were such consistencies as the small-town Kentucky executive who reported a drop of 25% and a fellow Kentuckian only a few scores of miles away whose decline was 25%.

A Louisville, Ky., company found its sales off ten per cent.

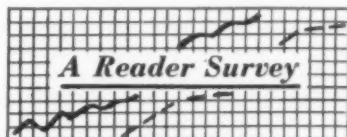
One of the biggest parts houses

in the Southeast chalked up a rise of six per cent.

One Florida Panhandle operator said his sales were down 2½%, but his business "is showing some signs of improvement."

One St. Louis, Mo., firm's volume was down ten per cent, but "sales started to pick up in May and they look okay from here on."

A small-city Georgia company's business was "down slightly," but



this past May "was the best month since September 1960 by far."

A big operation, with branches, in Texas listed a climb of 12% in sales.

A large, non-Atlanta Georgia firm found business up 1.6%. Its April 1961 volume was below April 1960's by 7.7%, while its May 1961 sales

whipped May 1960's by four per cent.

A Birmingham, Ala., president whose sales this year have been "fine" except for February commented:

"While volume seems to be holding up, collections are still slow, with some of our larger accounts still not discounting. Cost of operation is still on the climb and with the new wage and hour law going into effect in September it will place another fixed cost on the jobber."

Reports of sales climbing as high as 12% came from Baltimore, Md., and one small-city Marylander listed a 20% boost.

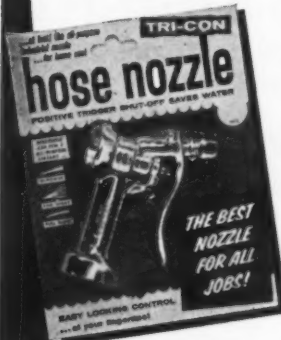
Sales were down 3½% for a long-time South Carolina jobber who said that customers' collections had been slow, "so they are having to cut down on stocking."

Sales were up five per cent for one veteran jobber in the western part of Virginia "by virtue of the fact that we opened a branch store in March 1961."

The Moog line has been added recently by **Holland Auto Supply**, Greenville, S. C., President Ned E. Holland announced.

NOW FAMOUS TRI-CON HOSE NOZZLE

packaged for impulse sales...



- MORE PROFIT PER UNIT SALE!
- STRONGEST GUARANTEE ON THE MARKET!
- SMART NEW BUBBLE PACKAGE!
- BRILLIANT VACUUM PLATED FINISH!
- POSITIVE CONTROL — TRIGGER SHUT-OFF!
- GIVES 3 ALL-PURPOSE SPRAYS!
- THE BEST NOZZLE FOR ALL JOBS!

Keller-Hayden Inc.
3341 Winthrop
Ft. Worth 7, Texas
PE 8-5451

J. Paul Saunders Co.
P.O. Box 327
Bowling Green, Ky.
VI 3-4924

Phillip D. Boehm
3760 Peachtree Rd.
Atlanta, Ga. CE 3-3421
Chaney & Co.
P.O. Box 1503
Charlotte 2, N.C. FR 5-8748

MOLDED SPECIALTIES, INC.

*get a
better job...*



with Quality **PIT-BAR** *polisher & cutting pads*

LONGEST WEARING EVER MADE

Order from your jobber!

Write for catalog

PIT-BAR MFG. CO. 3311 E. 45th St. Los Angeles 58



Will Virginia Set Record?

WILL record-breaking Virginia Automotive Wholesalers Association set a new record for attendance when its first annual convention is held Oct. 29-31 at Hotel Roanoke in Roanoke?

No doubt that's what President John F. Midyette of Richmond and Executive Secretary C. Mason Phillips of Waynesboro would like to know.

The association came into being last October with a round 100 charter members—something no other Southern or Southwestern jobber group could claim and perhaps a national record.

The tentative program calls for registration to begin at 1 p.m. Sunday, Oct. 29. That afternoon will be devoted to the booth conference in which many manufacturers and their representatives are expected to participate. A cocktail party will be held at 6 p.m. A get-acquainted dinner will begin at 7 p.m. and the welcoming address will be given by Midyette at 8 p.m., followed by introduc-

tion of distinguished guests.

Walker H. Walters of Richmond, "Mr. Booster of 1960" and past president of B-35, will lead the salute to the flag and pledge of allegiance at the general assembly opening at 8:30 a.m. the next day.

Two panel discussions will run from 9 a.m. to noon. One will consist of three jobbers and one manufacturer and the other will be composed of three manufacturers and one jobber.

A well-known industry leader will address the noon joint industry luncheon.

The booth conference will take up that afternoon, followed by a cocktail party sponsored by B-35. Edmund Harding of Washington, N.C., the humorist, will brighten the banquet.

Factory men and jobbers will hold separate meetings Tuesday morning after hearing Bill Gove of Coral Gables, Fla., "The Salesman's Salesman."

The convention will end after a



Robert V. Daly, former Chrysler Corp. official, has been named executive vice president of American Parts Co., Houston, Texas, a division of Gulf & Western Industries, Inc., Thomas F. Plant, division president, announced. Daly, who between 1946 and 1957 held positions with United Motors Service in St. Louis and Memphis, will be responsible for coordinating both communications among the American Parts distribution outlets and their relations with the suppliers they represent. He had been director of Chrysler Corp.'s distribution sales program since 1959.

joint industry luncheon featuring a man prominent in the nation's business affairs.



Houser No. 765 "FITS-ALL" CHOKE STOVE REPAIR KIT

GIVES TWICE THE COVERAGE
with
1/2 THE SHELF SPACE
2 THE INVESTMENT
of any
other kit on the market

SINGLE UNIT REPLACES BURNED-OUT TUBE IN ALL WARM-AIR CHOKE SYSTEMS! There's no stock problem . . . no large inventory . . . no wrong selection . . . with Houser's new No. 765 "Fits-All" Choke Stove Repair Kit. One number is all you need to make fast, profitable repairs on Chrysler, Ford, and General Motors cars. Give your customers smooth choke operation and big gas savings winter and summer the easy, extra-profit way — the Houser way!

ORDER TODAY
contact your
Jobber or write

HOUSER ENGINEERING & MFG., INC.
Bluffton, Indiana

"FITS-ALL"
Buick Ford
Chevrolet Mercury
Chrysler Oldsmobile

SIMPLE TO INSTALL
• Only 1 hole to drill
• Plug is self-tapping



Loosens Rusted Bolts nuts, screws, "frozen" parts!

LIQUID WRENCH

SUPER-PENETRANT

**"The mechanic's friend
... works in seconds"**

YOUR JOBBER HAS IT!

RADIATOR SPECIALTY CO.
CHARLOTTE, N. C.

a Low Cost Tire Changer

with a BIG **Bishman**

AIR POWER Bead Breaker

Bishman 'rolling action' breaker shoe powered by a full size Bishman air cylinder breaks the tightest beads on wheels 8" to 19 1/2". Fast 'Posi-Lock' clamps wheels up to 19 1/2" securely. Bishman double end tool mounts and demounts tires easily. A complete tire changer including 1 qt. Rub-Er-Slide with applicator and no-drip holder.

BISHMAN 3883-EC Economy Tire Changer.

The World's largest

Bishman MFG. CO., RT. 2, OSSEO, MINNESOTA



**ECONOMY
MODEL
3883-EC
\$109.50**

Manufacturer of Electric Tire Changers



J. Henry Parater (top) and Norman F. Wearne (bottom) veteran executives of Phelps-Roberts Corp., Washington, D. C., have purchased the firm from members of the Phelps families. Parater, who has been vice president and sales manager for a number of years, is now president, while Wearne continues as vice president, general manager and treasurer. The company was founded in 1917 as the Washington Bearings Co. and became the Phelps-Rollow Co. in 1924. Fred S. Roberts bought an interest in 1929 and the firm became Phelps-Roberts Corp. Robert Phelps of Washington and his brother, Harvey Phelps of Connecticut, purchased full control in 1955 after Roberts' retirement to Florida. Robert Phelps died in May 1960. Parater has been with the organization for 35 years; Wearne, 28 years.

Cook Opens Warehouse In New Orleans

A COMMERCIAL fee warehouse, carrying no distributor lines, will be opened in New Orleans by Bob Cook, a former general manager of the Delta Automotive Distributors, Inc.

The warehouse will occupy 12,000 square feet of space on the fourth and fifth floors of a building at Baronne and Howard Sts. Cook is a past president of the New Orleans Automotive Jobbers Association and for eight years was on the board of directors of the Automotive Wholesalers Association of Louisiana.



William W. Cherry (shown top) has resigned as Florida representative for The McEwen Cherry Co., Inc., manufacturers' representatives, Nashville, Tenn., and has joined Motor and Equipment Warehouse, one of the Cherry company's distributors in Tampa, according to President J. McEwen Cherry. V. J. Barton (bottom photo), who formerly covered the Virginia territory, has rejoined McEwen Cherry Co. as district manager in Florida.

Sterling Aluminum Elevates Mize

HARRY R. Mize has been elevated to vice president and general sales manager of Sterling Aluminum Products Corp., St. Charles, Mo., and all subsidiaries.

Formerly a vice president in charge of automotive parts replacement sales for the company, Mize had been associated with Allied Automotive Parts Co., Detroit, prior to joining Sterling as sales manager in 1957.

Lempco Promotes Greer

Vince Greer has been named representative in an area including West Virginia for the automotive equipment division of Lempco Products, Inc., succeeding Kerm Taylor, who was promoted to sales supervisor. For the past 12 years Greer had been a Lempco sales engineer.

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PEDDLERS IN PARADISE

And now the peddlers of the aftermarket are organized—or so it would seem (with tongue a bit in cheek). At the convention of the North Carolina Automotive Wholesalers Association at Asheville last month three industry veterans, Tom Grady of Charlotte, Hal Rice of Atlanta and W. Y. Arrants of Knoxville, drew up stipulations of a charter for the National Affiliated Peddlers Association, Inc. They included:

"No jobber, warehouse distributor or gypsy can buy one line without buying all lines being offered by the group.

"Extra discounts passed on to buyers must be refunded to the group in cash, with no bookkeeping records being kept of said refunds permitted.

"The first annual convention of the group will be held July 4, 1962, on a slow boat to China. Group members pledge to be back on the job by December 24th in time for Christmas and the New Year's Eve celebrations.

"Purchasers must pay all expenses and provide young and at-



Raymond "Ray" Glaser, president of Automotive Electric Associates, Inc., Charlotte, N. C., was presented last month the annual plaque for rendering the most outstanding service to the North Carolina Automotive Wholesalers Association and the aftermarket industry in a ceremony during the banquet part of the convention held at Asheville. NCAWA directors voted to name this recognition in future years "the Max A. Hayes Award," honoring one of the 14 founders of the group and who died in April 1960. Hayes was president of Hayes & Hopson, Inc., Asheville.

tractive female companionship for the group representatives who are forced to leave their loved ones at

home to care for the children, cut the grass and feed the dog.

"Purchasers will gain considerable wealth by buying from the group, since their payment of all representatives' expenses can be taken as a tax deduction.

"The FTC has declared this group legal, or at least as legal as many other similar groups.

"All bills must be paid in cash on a net basis upon receipt of invoices. If any bill is not so paid, the group member representative is obligated to beat the tar out of the owner, president or other official each day until all group members are paid in full.

"All buyers must tip their hats to the salesmen of each group member. If the salesman is a Booster, the buyer must stand at attention for two full minutes whenever the salesman enters the door.

"We are now open for business and all parties will henceforth conduct themselves in accordance with these principles."

John Rogers rebuilt engines have been added by Carter Auto Parts, Inc., Paducah, Ky., James M. Carter, Jr., manager, announced last month.

MANUFACTURERS' AGENTS REPRESENTING OUR ADVERTISERS

The (AAR) and/or (B) following many listings indicate membership in the Automotive Affiliated Representatives and/or the Automotive Booster Clubs International.

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Herman J. Downey—Birmingham
Tungsten Contact Mfg. Co., Inc.
W. P. Piperburg—Birmingham
Houser Engineering & Mfg. Co.
Lee Filter Company

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Alemite Div.
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N. A. Williams—Atlanta (AAR) (B)
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KENTUCKY

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Monkey Grip Sales Co.
Lee B. Hughes—Louisville (B)
Acme Air Appliances Corp.
Storm-Vulcan, Inc.

LOUISIANA

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MARYLAND

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Everhot Prod.
W. S. Kneavel & Co.—Baltimore (AAR)
(B)
Pit-Bar Mfg. Co.
Sam Shemer—Baltimore
Swiss Laboratory
Sibel Sales—Baltimore (B)
Triple A Spec. Co.
Tom Wilmer—Baltimore (B)
Storm-Vulcan, Inc.

MISSISSIPPI

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K. O. Lee Co.
C. Guy Keen—Meridian (AAR)
Anthes Div.
Wix Corporation
Herman A. Shields—Meridian (AAR) (B)
Muskegon Piston Ring Co.

MISSOURI

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Planet Metal Products Corp.
R. S. Black—Kansas City (B)
Lee Filter Corp.
C. N. Buettner—Kansas City (B)
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(B)
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(B)
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Stant Mfg. Co., Inc.
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Storm Vulcan, Inc.

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(AAR) (B)
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(B)
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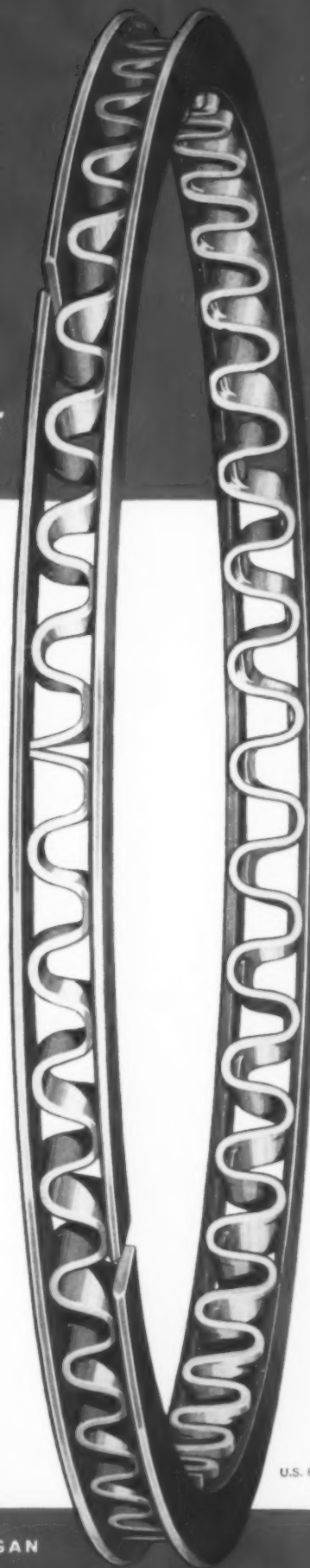
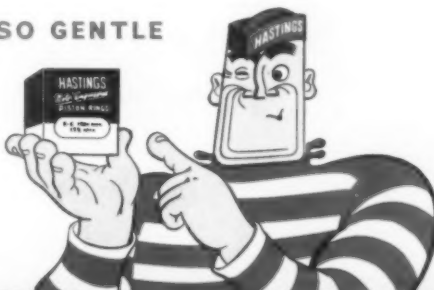
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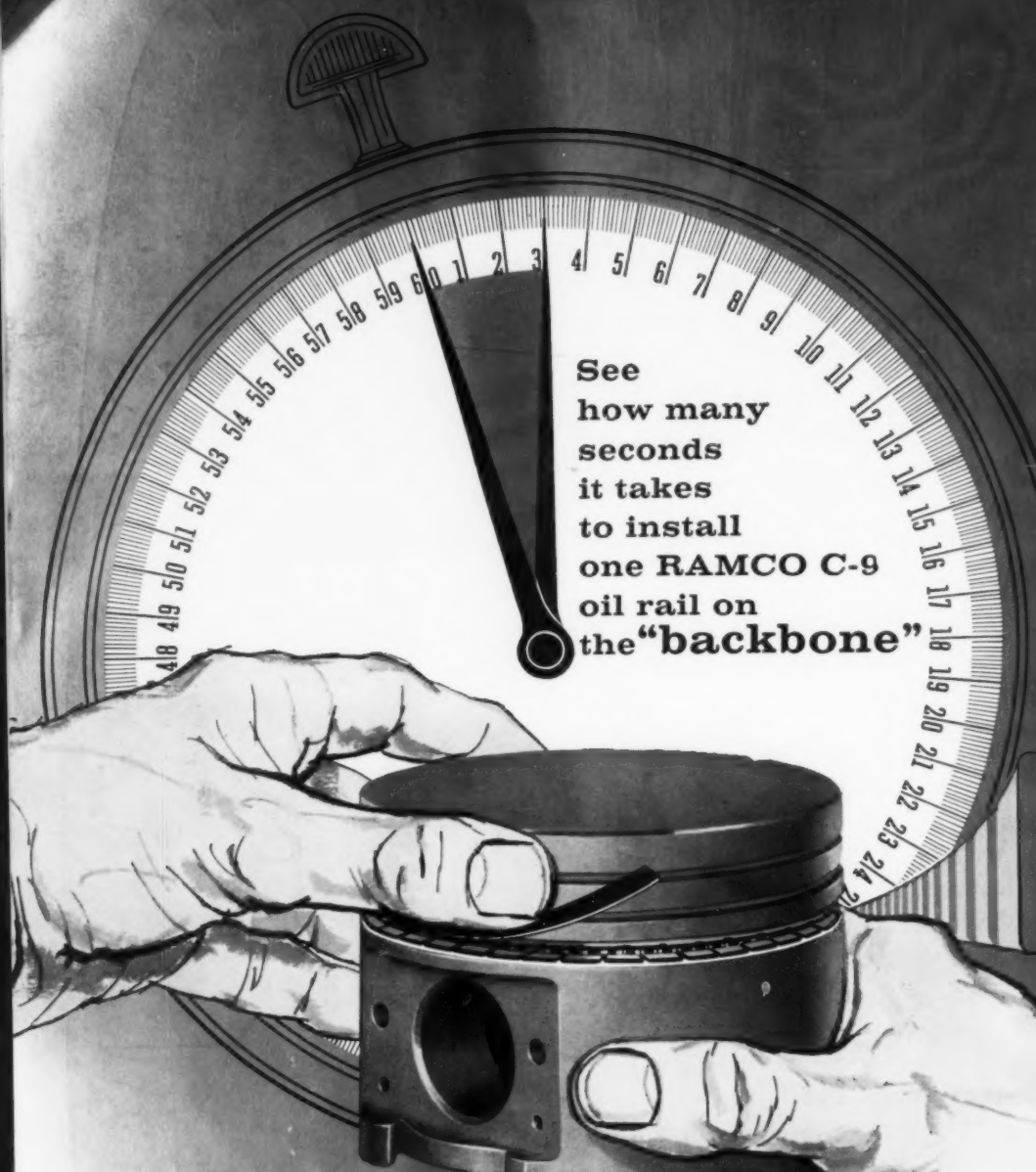
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